



## Top Ten “A-ha!” Moments

Generated by attendees of the April 1<sup>st</sup> Team Captains meeting

1. **Make it easy for people to donate.** Put your fundraising page link in your email signature, in your Facebook profile, and anywhere else you are in the public light. Be sure to share a compelling reason why this cause means so much to you.
2. **If you pledge to fundraise any amount *over* the fundraising minimum, you aren't required to reach it** (although we would love it if you did!). Some rides will charge you for the remaining amount, but we don't play that game.
3. **Cast the net wide to make your team big.** From spouses and family members of your co-workers, everyone is invited to ride! You never know who will ride.
4. **Get a close friend or family to give a matching donation** for every donation over \$100 (or some other amount). Create a game out of your donations and encourage people to go big!
5. **Throw a house party!** Ask for a suggested donation at the door because people have a tendency to give more in social situations. You can get food and drinks donated, and raffle off art or have a silent auction. Many bars will split the door charge with you if you'd like to hold an event there.
6. **If you are close to your fundraising goal, increase it.** No need to put a cap to your success. People like to donate to success!
7. **Reach out to businesses in your neighborhood and get their support.** Maybe they will donate a raffle prize for your house party or pies for dessert. We have plenty of posters and postcards for friendly businesses as well.
8. **Organize a training ride** to increase enthusiasm and prepare for the ride. Have a pre-ride party!
9. If you are a school Team Captain, consider arranging to get a **fleet of bikes** for your students to ride.
10. **Be persistent.** Look, we're all human. Most of us have the best intentions but get easily distracted. A friendly, enthusiastic, and upbeat reminder is always welcome. Acknowledge and thank those who have donated and the procrastinators will follow suite.

Did we miss any of your “a-ha!” moments?  
Share them with us at [info@climatecycle.org](mailto:info@climatecycle.org)