



TDSC 2015

Fundraising Kit



YOU CAN DO IT!



Friends and Supporters,

Thank you for joining us for the third annual Tour de Summer Camps!

Your work makes it possible for more children across Los Angeles to have the life-changing experience of attending a Jewish summer camp.

Does raising \$500 seem like a challenging goal? Follow the directions laid out in this packet, and remember that Tour de Summer Camps Fundraising Specialists are available to support you every step of the way. You can reach us at (323) 761-8013 or info@tourdesummercamps.org.

Here are **TEN** steps to **KICK YOUR FUNDRAISING INTO GEAR:**

1. If **you** can, sponsor yourself for **\$25**.
3. Ask **two family members** to sponsor you for **\$50**.
4. Ask **four friends who went to camp** to contribute **\$50**.
2. Ask **your significant other** to sponsor you for **\$25**.
5. Ask **four co-workers** to contribute **\$25**.
6. Ask **three neighbors** to contribute **\$25**.
7. Ask **five people from your synagogue** to contribute **\$25**.
8. Expand your network and ask **four friends of friends** to donate **\$25**.
9. Ask **four businesses** that you frequent (i.e. coffee shop, dry cleaners, hair salon, etc.) to sponsor you for **\$50**.
10. **Bring your lunch to work** for the week instead of eating out and sponsor yourself for **\$50** with the money saved.

That's how easy it is - You just raised \$1,000!
Become a high-level fundraiser for Tour de Summer Camps.



Tour de Summer Camps Sponsor Checklist Did You Ask Your...

- | | | |
|---|---|---|
| <input type="checkbox"/> Mother? | <input type="checkbox"/> Lawyer? | <input type="checkbox"/> Dry cleaner? |
| <input type="checkbox"/> Father? | <input type="checkbox"/> Accountant? | <input type="checkbox"/> Spin class instructor? |
| <input type="checkbox"/> Sister? | <input type="checkbox"/> Electrician? | <input type="checkbox"/> Landlord? |
| <input type="checkbox"/> Brother? | <input type="checkbox"/> Grocer? | <input type="checkbox"/> Repair man? |
| <input type="checkbox"/> Cousins? | <input type="checkbox"/> Pharmacist? | <input type="checkbox"/> Best Friend? |
| <input type="checkbox"/> Aunts? | <input type="checkbox"/> Rabbi? | <input type="checkbox"/> Best Friend's boy/girlfriend? |
| <input type="checkbox"/> Uncles? | <input type="checkbox"/> Classmates? | <input type="checkbox"/> Brother/sister's boy/girlfriend? |
| <input type="checkbox"/> Doctor? | <input type="checkbox"/> Manicurist? | <input type="checkbox"/> Mortal Enemy? |
| <input type="checkbox"/> Boy/girlfriend? | <input type="checkbox"/> Boss? | <input type="checkbox"/> Barber? |
| <input type="checkbox"/> Ex-Boy/girlfriend? | <input type="checkbox"/> Boss's Boss? | <input type="checkbox"/> Shoe Repair Guy? |
| <input type="checkbox"/> Cantor? | <input type="checkbox"/> Fraternity Brothers? | <input type="checkbox"/> Real Estate Agent? |
| <input type="checkbox"/> Teachers? | <input type="checkbox"/> Sorority Sisters? | <input type="checkbox"/> Personal Trainer? |
| <input type="checkbox"/> Professors? | <input type="checkbox"/> Guy at the Deli? | <input type="checkbox"/> Financial Analyst? |
| <input type="checkbox"/> Pedicurist? | <input type="checkbox"/> Book Club? | <input type="checkbox"/> Bus Driver? |
| <input type="checkbox"/> Coach? | <input type="checkbox"/> Yoga Class? | <input type="checkbox"/> Pediatrician? |
| <input type="checkbox"/> Camp Director? | <input type="checkbox"/> Campmates? | <input type="checkbox"/> Orthodontist? |
| <input type="checkbox"/> Teammates? | <input type="checkbox"/> Cabinmates? | <input type="checkbox"/> Dermatologist? |
| <input type="checkbox"/> Roommates? | <input type="checkbox"/> Mechanic? | <input type="checkbox"/> Day Care Teachers? |
| <input type="checkbox"/> Veterinarian? | <input type="checkbox"/> Principal? | <input type="checkbox"/> Doorman? |
| <input type="checkbox"/> Butcher? | <input type="checkbox"/> Therapist? | <input type="checkbox"/> Camp Counselor? |
| <input type="checkbox"/> Neighbor? | <input type="checkbox"/> Hair Stylist? | <input type="checkbox"/> Person sitting next to you on |
| <input type="checkbox"/> Godparents? | <input type="checkbox"/> Coffee Barista? | the airplane or bus? |
| <input type="checkbox"/> Co-worker? | <input type="checkbox"/> Brunch buddies? | |

**...and don't forget to
sponsor yourself!**

Teams and Goals



Setting both a fundraising *and* recruitment goal are key to motivating yourself and/or your Team Members. When you let your friends and family know how you are progressing, they'll be inspired to help you get there! It's easy to set and change your goals from your Fundraising HQ, which will track your progress for you.

You can update your personal and team goals online by following these steps:

Step 1 - Log in to your Fundraising HQ on www.tourdesummercamps.org with your username (the email address you used to register) and password.

Step 2 - Once you're logged in, click on "Edit Account Details" in the upper left corner of the screen.

Step 3 - This will open a new window where you can increase your personal and team goals. When you click save, you'll see whatever changes you made reflected in your Fundraising HQ.

A screenshot of a web form titled "Edit Account Details". The form has a light blue header. Below the title, there are two sections. The first section is labeled "Personal Goal" and contains a text input field with a dollar sign icon on the left and a close button (an 'x' in a square) on the right. The input field contains the text "\$ 1,000.00". The second section is labeled "Your personal URL" and is currently empty.

Tip: Think of realistic goals, but keep in mind that you want to make it a challenge. A little stretch can get you and your team on the right track!

Join the Breakaway Riders Club: Set a goal to raise \$1,000 or more, and we will help you reach it! Simply change your personal goal to \$1,000 *or more* as shown above. Please contact the Tour de Summer Camps office at info@tourdesummercamps.org or (323) 761-8013 if you have any questions.

Incentives and Rider Programs



You are invited to go above and beyond the \$500 fundraising minimum and join any of the rider programs below. Each level comes with its own benefits and special Fundraising Incentive Awards!

Breakaway Riders: Those who set a goal to raise \$1,000 or more.

Pack Leaders: Those who set a goal to raise \$2,500 or more.

Gear Masters: Those who set a goal to raise \$5,000 or more.

Road Warriors: Those who set a goal to raise \$10, 000 or more.



Virtual Riders: Those who are unable to attend Tour de Summer Camps on October 25, but would still like to be involved. We encourage these riders to select from the above levels and still fundraise and recruit to show their support.

2015 Tour de Summer Camps Fundraising Incentives

Coming Soon!

Fundraising and Social Media



Facebook, Twitter and Instagram are great ways to spread the word about fundraising and team recruitment. If you haven't already, "like" the Tour de Summer Camps page on [Facebook](#) and follow us on Instagram and Twitter [@TdSClosangeles](#). Be sure to tweet out #rideforthejewishfuture! We also recommend posting status updates with a link to your donation page to get the word out about your fundraising efforts.



Also, be sure to "like" The Jewish Federation of Greater Los Angeles on [Facebook](#) and [Tweet](#) out your support with #rideforthejewishfuture.



Fundraising and Social Media (cont'd)



There are many creative ways to use social media to effectively fundraise. We've given you just a few of them below beyond the standard "please sponsor me" Facebook post that includes a link to your fundraising page — although those are important, too!

Share your thanks: When somebody sponsors you, thank them publicly by writing on their Facebook wall or tagging them in a picture.

Start a Donor Chain: Ask your donors to help spread the word about your fundraising. Ask them to share the link to your fundraising page with *their* social networks to expand your donor chain!

Retweet: Follow @TdSClosangeles on twitter and retweet news and information about the event.

Get Personal: Make a video or share a picture of your Tour de Summer Camps experience. Post a throwback picture of you at camp or an old cycling photo when asking for support to make it personal!

Virtual Rider: Maybe you'll be out of town. Maybe you never learned to ride a bike. Not to worry, you can still participate! To do so, simply register, collect donations, and show your support on the day of the event by changing your profile picture and tweeting out messages of encouragement. This way you can ride with us virtually and in spirit — and you can still earn Fundraising Awards, too!



Planning Your Event

*Where
Havdallah
candles
light up
a whole
summer.*

This is
Jewish Summer Camp

www.TourdeSummerCamps.org



What if you could raise most of the funds you need from sponsors **all at once**? Planning a fundraising event is a great way to reach out to your larger community, reach your fundraising goal, and give back to your sponsors at the same time.

Ideas for your next fundraiser:

Raffle it off: Businesses and individuals may be willing to donate coupons, gift certificates, and other prizes to be raffled off for a good cause. Ask businesses that you frequent such as restaurants, spas, and hair salons if they are interested in lending a hand. Then sell tickets for the raffle to friends, family, and co-workers.

50/50 Raffle: Any community group can organize this type of raffle. Just sell tickets, save the cash, then draw a winner at a fundraising event or other gathering. Half of the proceeds from raffle tickets are awarded to the winner of the raffle, and the other half are contributed to your fundraising total.

Host a Shabbat Dinner: In addition to asking your guests to bring challah or wine, ask them to contribute. This is a great way to reach your goal and participate in a timeless tradition.

Guest Bartending: Ask your local bar if they'll allow you to be a guest bartender for a night, or even for a few hours. Let your friends know that you'll be working there, and put all of the tips that you receive toward your fundraising total.

Backyard Concert: If you know a local rock band, jazz group, DJ, comedian, or string quartet, ask them if they will play a benefit evening for Tour de Summer Camps at a local coffeehouse or in your own backyard.

Dining Out: If you do the hard work by advertising a group dinner, a local restaurant may be willing to let you keep a portion of the bill for fundraising.

Cook up Something Great: A bake sale or a potluck at your office, college campus, or child's school is a wonderful way to use the talents of your friends who may not be able give money but want to contribute.

Self Promotion and Matching Gifts



Self Promotion

Don't be shy about the hard work you've put into fundraising! Below you'll find some innovative ways to promote your efforts.

Salutations: Change your email signature so that each time you send a message, the recipient will be provided with a reminder to support your fundraising efforts. Always include a link to your personal Tour de Summer Camps fundraising web page as well.

Take it to the Streets: Placing posters around your neighborhood and in local shops is a great way to promote your efforts (first make sure you are approved to post). The same principle is true at work, in the elevator or on a community bulletin board, for example.

Matching Gifts

Corporate gift matching programs are among the most efficient way to meet your goals. If you are interested in taking advantage of this kind of opportunity, talk to your workplace or ask your sponsors if their employers have a program available. You can also search our database for a list of confirmed companies that offer matching gift programs.

To receive credit:

Forward the email confirmation of your online Matching Gift Form to info@tourdesummercamps.org. In your email, be sure to include the dollar amount of the match, the donor's name, and the rider's name in the email.

If the email confirmation is not sent to us ahead of time, you may print it out and turn it in on Sunday, October 25 at Registration.

Good Luck and Get Ready!



We are very excited to assist you in raising funds to help more kids attend Jewish summer camp. Though \$500 dollars may seem like a lot of money to raise as an individual, if you follow the steps that we've outlined for you here, then we are confident about your future success.

We hope you enjoy your fundraising and training! Feel free to contact us at any time if you have questions or would like advice, and we will see you on Sunday, October 25.

Sincerely,

Tour de Summer Camps Fundraising Department
(323) 761-8013
info@tourdesummercamps.org

