

# NIAGARA HOSPICE GRAN FONDO FUNDRAISING GUIDE



*Life is a beautiful ride.*

**All proceeds to benefit  
Niagara Hospice.**

**To learn more about  
Niagara Hospice please  
visit  
[www.niagarahospice.org](http://www.niagarahospice.org)  
or call 716-HOSPICE!**



### THE CAUSE: WHY RIDE WITH US



Hospice is a way of caring for patients with end-of-life illnesses and supporting their family and loved ones through the illness and dying process. At Niagara Hospice, we believe every day is a gift and we value quality of life for each and every patient. As the only hospice provider in Niagara County, our staff and volunteers take pride in their compassionate service to others. Just one call to Niagara Hospice provides loved ones the physical, emotional, psychosocial, spiritual and bereavement care they need.

Niagara Hospice is a not-for-profit charitable 501(c)(3) organization recognized by both New York State and the Internal Revenue Service.

### YOUR IMPACT: WHERE THE MONEY GOES

The care and comfort our hospice program provides to thousands of patients and their families each year is due in great part to donations. Niagara Hospice is proud of the fact that we go above and beyond what is covered by insurance. When you participate in the Niagara Hospice Gran Fondo, you are making a difference in the life of a Niagara Hospice patient and their family. Your support of Niagara Hospice gives hope for comfort when a cure is no longer feasible; hope that a secure, familiar care setting can be enjoyed; hope for personal dignity and freedom from unwanted procedures. Additionally, Hospice gives hope that the family will be nurtured and supported, even after the death of their loved one.

### STEPS FOR FUNDRAISING SUCCESS!

#### START EARLY

The sooner you start asking, the more opportunities you will have to raise money for Niagara Hospice. So once you've registered to become a fundraiser take some time right away to get organized and then start asking.

A great way to get started is to self-give. It doesn't need to be a large sum of money, but it lets your donors know up front that you believe in what you're doing!

#### CUSTOMIZE YOUR FUNDRAISING PAGE AND SET A FUNDRAISING GOAL

Once you log into your fundraising dashboard on **It's Your Race** you'll be able to personalize your fundraising page, which includes setting your fundraising goal.

Once you set your fundraising goal, take a few moments and think about why you are participating in the Hospice Gran Fondo and develop your "ask." The fundraising "ask" is the most vital part of your fundraising strategy. It forms the foundation for every conversation you'll have about why you're taking part in the Hospice Gran Fondo.

Once you have developed your story, write it out on your fundraising page. The most compelling fundraising pages include a personal story about why you are participating and fundraising.



# FUNDRAISING GUIDE

## DEVELOP A LIST OF PROSPECTS

The longer the list is, the easier reaching your fundraising goal will be! The list should go beyond close friends and family to include:

- Members of clubs and organization you belong to
- Coworkers and bosses (both past and present)
- Classmates
- Family and extended family
- Family members of friends
- Neighbors
- Local businesses

The number one reason why people give is because they are asked by someone they trust! Don't be afraid to ask.

## GET SOCIAL

If you're already using social media, it's a great place to drum up additional fundraising support and to tell folks about your passion for what you're doing. Use whichever platform you're already set up on (Facebook, Instagram, Twitter, Snapchat, etc.) to update your networks about the Hospice Gran Fondo. Here are a few tips and tricks:

- Provide updates on your fundraising and training efforts. Tag your generous supporters who have contributed to your fundraising. Tell a story about your experience so far!
- Add photos or videos so your posts are more engaging and more likely to be shown to your networks.
- Always include a link to your fundraising page so people know where to go to make the donation.
- Use #hospicegranfondo and tag the Hospice Gran Fondo to help us build buzz online.
- Follow the Hospice Gran Fondo on social media:



@hospicegranfondo



www.facebook.com/  
hospicegranfondo

## THANK YOUR DONORS

Personally thank everyone who has donated. Tell them how much you appreciate their generous support.

Thank anyone who has donated publicly as well! Social media is a great platform for publicly thanking donors. By thanking your donors, friends & family may experience positive peer pressure to get involved.

## FOLLOW UP

We're all very busy. Send a friendly reminder in case your initial request slipped through the cracks. More often than not, emails get moved down the "to do" list and your donors just need a friendly reminder to take action. Send updates with your training and preparation for event day.

## FORM A TEAM!

Fundraising, training, and participating with a team of your friends, family and colleagues is a great way to experience the Hospice Gran Fondo.

**Step 1:** Choose a team name and a team captain, that person can register and create the team online.

**Step 2:** Teammates can then register anytime and join the already existing team. Click "join existing team" and click your team name from the dropdown to be added to the Teams Fundraising Page.

**Step 3:** If you are already registered and forgot to "Join the team" you can still do so. Just go to the Fundraising/Donate Tab and do a search for your team. You will be able to click Join Team to be added!

The screenshot shows the Niagara Hospice website's fundraising page. The navigation bar at the top includes links for About, Participants, Teams, Photos, Fundraising/Donate (which is circled in red), Sponsors, and Contact. Below the navigation bar, the page title is 'Niagara Hospice'. A search bar is present with the placeholder text 'Search for an Individual or Team'. A red arrow points to the search bar, which contains the text 'special events'. To the right of the search bar is a 'Search' button. Below the search bar, the results are divided into two sections: 'Results for Individuals' and 'Results for Teams'. The 'Results for Individuals' section shows a table with columns for Name, Team Name, and Goal, and a message stating 'No individuals matched your search criteria.' The 'Results for Teams' section shows a table with columns for Team Name and Goal, and a row for 'Team Special Events' with a goal of '\$100.00'. At the bottom right of the page, there is a red star icon with the text 'JOIN TEAM' and a 'DONATE NOW' button.

Name	Team Name	Goal
No individuals matched your search criteria.		

Team Name	Goal
Team Special Events	\$100.00

VIEW PAGE JOIN TEAM DONATE NOW