



## **ADAPTIVE SPORTS CONNECTION**

 **TAASC** is Adaptive Sports Connection  
The Adaptive Adventure Sports Coalition

### **FUNDRAISING IDEAS**

A face-to-face conversation is the most personal approach when asking for large donations. Encourage people to donate whatever they can- every dollar will count towards your NEW ADAPTIVE THERAPEUTIC BIKE!

Talk to friends, family, your neighbors, your dentist, your hair stylist or *anyone*. Try asking members of your church and your co-workers. Asking close friends and family to spread the word about your fundraising efforts will also help you increase donations and achieve your goal! Remember that *everyone* is a potential donor; you just have to ask!

### **SOCIAL MEDIA**

A popular and successful method of fundraising is to use social media. We, Adaptive Sports Connection, can create a fundraising page for you. All you need to do is share that page on your Facebook account or through other types of social media, and then have your friends share and donate. Ask, and we will help you make it happen.

### **SEND A LETTER OR AN EMAIL**

Your address book is a great resource for potential donors! A personalized letter is great for out-of-town friends and family. Keep it short and sincere, and people will respond. Writer's block? You can find a sample letter at the end of this document.

### **START DIALING**

A phone call is a quick, simple way to ask for donations from those people you might not feel comfortable sending a letter or email, but are unable to meet with face-to-face. Be friendly and casual, and remember to remain gracious and sincere. If they agree to donate, show your appreciation by sending a thank you note or personal letter.

### **EAT DINNER**

City BBQ loves to help people with their fundraising efforts. You can earn 25% from every purchase made to support your effort. Go to the City BBQ website to learn more.

## **BE CREATIVE**

Don't be afraid to think outside-the-box! Consider: asking your favorite local restaurant to place a jar at the register for change donations asking local groups, such as professional or religious organizations, if you can make a presentation at their next meeting hanging a poster at work that charts your progress holding a garage sale, bake sale or car wash to raise money and asking the local movie theater to donate tickets, and sell them for donations seeing if your hometown newspaper or church and school newsletters will write a story about you, highlighting your fundraising efforts and why you want a bike host an "un-birthday" party and request guests bring donations towards your bike in lieu of a gift.

## **SAMPLE FUNDRAISING LETTER**

*Dear [Recipient's Name]:*

*Do you remember what it was like when you first rode your own bicycle? The wind on your face, and the fun and sense of freedom you felt? Unfortunately, people who cannot ride a standard bicycle often miss out on this wonderful experience.*

*[Write a short paragraph about you or your child's limitations that prevent you from utilizing a standard bicycle, and why you want an adaptive bicycle of your own. If you or your child has gotten to trial an AmTryke adaptive bicycle, you can describe what that experience was like as well.]*

*With the help of the Adaptive Sports Connection, [I / my child] has the opportunity to receive [my / his / her] very own bicycle. [My / my child's] bicycle will cost [dollar amount] to purchase. There are already many extra medical expenses we face. Medical emergencies can be a way of life. We need your help and the help of other generous people like you to obtain [my / my child's] bicycle now. A adaptive bike will help us reach our therapeutic and wellness goals.*

*Any amount you can share will be put directly towards the cost of [my / my child's] bicycle. Your gift will make it possible for [me / my child] to experience the fun and freedom of riding a bike of [my / his / her] own. Please send your donation in the enclosed envelope, or visit [www.adaptivesportsconnection.org](http://www.adaptivesportsconnection.org) to make a donation online using credit card. Let them know the donation is for us.*

*Thank you in advance for your generosity.*

*Sincerely, [Name]*