

Congratulations on your new adventure of hosting a charity ride or event! This will be an extremely busy time leading up to your event and hopefully these tips and pointers will help make sure your big day is a success!

Remember, whatever the cause is that you have decided to support, any money you raise is more than what they had prior to your event so you can never fail! Whether you raise a few dollars or thousands of dollars, you have been hugely successful by raising money and more importantly, having the cause or charity recognized in your community. It is a win-win for both the charity and for your Unit.

The purpose of these pages is to make sure that your great event be the best you could ever plan for! Am I an expert – absolutely not but one of our greatest achievements was creating the Canadian Veterans' Memorial, located in our hometown of Waterloo. Stoker and I decided on a trip home from taking in the Battlefields of Europe to create a 3 foot memorial to place in our local City Hall. The estimated cost was a few thousands of dollars – after commissioning our artist, our vision came to fruition at a length of 21 feet including over 300 military figures from the Boer War to Afghanistan and every theatre covered in between. We were recognized by the War Museum in Ottawa as having the only memorial which pays tribute to the living Veteran and having every single theater of service and every battle that Canada has ever taken part of. The total cost for our memorial at the time of unveiling was three quarters of a million dollars which was raised in just over 10 months. Intimidating? You better believe it, but through that experience, we have learned what worked for us and more importantly, what didn't work. We want you to succeed and are here to help. I should mention that not one single penny came from the Government – every dollar was donated by the average person or by companies. It can be done and the more organized you are right out of the gate, the easier each event will become. Remember, we are here to help!

To start, remember these 10 “commandments” which we will expand upon throughout:

1. Pick your charity or organization you wish to help and research
2. Select your date early in which your event will be held
3. Surround yourself with help
4. Ask and ye shall receive
5. Social media is your best friend
6. Plan your route or day and then plan again
7. Never underestimate the power of a thank you
8. The event isn't over once the last person leaves
9. Celebrate your success
10. Start the journey again

Pick your charity or organization you wish to help and research

Sounds simple right? Maybe you already have a charity or cause (will refer to as charity from here on but can include individuals, causes, etc) that is close to your Units goal or a charity which is in desperate need of help.

If you are wishing to plan a charity event but not sure who to sponsor, look in your own area. Find out through your local MP or MPP's office which organizations have recently had funding slashed or what organization is struggling. Remember, not every event has to be based on dollars raised – perhaps there is another need other than cash. Perhaps a charity event to support your local food bank, or an event to collect old winter clothing to be given to a homeless shelter to prepare for the winter. Nursing homes expect their residents to cover their own personal care products – don't count out a ride where you donate toothbrushes, soaps, toothpaste etc.

Whatever charity/cause you decide, it is your responsibility to research your charity. For example, let's say ABC Unit is hosting a ride to raise money for ABC Charity. As a potential donor, they should be prepared to tell me a) what does that charity do b) where is my money going to go and c) how much of my donation will go to them? Let's play this out.....

I am approached by ABC Unit who wants to me to donate to ABC Charity but doesn't exactly explain what ABC Charity does. I ask "well, where is my donation going to go" and I am told, well we are giving them a cheque at the end so they do what the need to with it. When I ask how much of my donation is going to the charity, the answer is "I'm not sure". Would you really expect someone to donate a large donation when it is very vague what I am giving to?

Here's the same scenario:

"Hi Kat, I am Joe from ABC Unit and we are hosting a ride to raise money for ABC Charity. This charity supports children who cannot afford to participate in after school programs as these are not funded through the School Board and the parents simply can't afford the additional cost. If you donate \$20.00 to this ride, 90% of your donation will go directly to covering the cost for one child to attend a program. If we raise \$1000, this will cover the cost for 20 children to be sponsored into these programs for the entire school year. The ABC Charity currently receives no funding from the government"

Big difference right? Who would you be more likely to donate to? Joe made it very clear the charity, what they do, why I should support it and where my donation is going to be used and how much. The more you learn about your charity, the more you can explain to your potential donors why they should give. It is far better to be prepared to give too much information than be so vague that the donor isn't quite sure what you are going to be doing with the money afterwards.

This same principal should be done when hosting a tribute ride to a fallen soldier or comrade. Learn about that individual – what did he/she stand for, what family is left behind, what he/she believed in and what you plan on doing with the money raised. Potential donors need to feel connected to the cause and the more detail you can provide, the greater success you will have.

Select your date early in which your event will be held

This sounds like the easiest task of planning an event but don't be fooled! The day which you select can play a big part in the success or overwhelming success of your event (see, I didn't say failure since no charity event will be a failure!) The earlier you select your day, the more time you have in planning and fundraising so it's never too early! We have hosted events that we planned a year ahead!

So, how do you go about selecting your date? Our recommendation is to first see what else is going on within the CAV. Not to say that you should plan around every Unit but it can certainly conjure up some issues on which event a Unit should support and also donors will be potentially asked twice for donations for two separate charities.

So, you have thought of your date where no other CAV event is being held in your area. Great you're done right? Wrong. The next step is to see whether your day is part of a 'bigger picture'. What do you mean? Let's say you select June as your event to raise money for the MS Society. You plan your day only to realize that June is Cancer Awareness month. Those that may have wanted to donate to your event can't since they have already earmarked their charity donation to the Cancer Society.

If you do select a day that coincides with another charity either for the day or month, don't be discouraged – it just means that you need to make sure that you are passionate about your charity and be doubly prepared to explain why a person should donate to your charity instead or perhaps split their donation to both charities.

We have always found that Saturdays fair better than Sundays – this allows people to attend the event and still have one more day before the work week starts. Also, for those who are devoted to their faith, Sundays are often out of the question.

So, congratulations on picking your charity and date! You are well on your way.

Surround yourself with help

Ever hear those clichés like “Rome wasn’t built in a day”, “it takes a village to raise a child” and “there is no I in team”? Well, your event is no different. Sure you could do this all on your own but why would you? You have your entire Unit, all of CAV and people who are just a passionate about your charity behind you. There is no greater gift than feeling like you have made a difference so surround yourself with people who genuinely want to help.

We found the greatest success in dividing different tasks and having a coordinator look after each part of a ride or event. By doing so, you as the facilitator have less stress on making sure everything will go smoothly and also those around you to be equally involved.

Consider what your main areas are that you need help. We found that having the following coordinators ensures that each person knows what their role is and nobody is tripping on each other’s toes. Once you consider these ‘main’ coordinators, you can set up teams to work alongside with the coordinator. The more ‘true’ help you have, the easier everything will come together.

What do I mean by ‘true’ help? Sadly, there are some people who want to become involved but when push comes to shove, they either shy away from their task or even worse, just want to ‘ride on your coattails’. If you come across these people, find out if they have just been assigned to the wrong task or can you manage without their help? For example, if Mary is really shy, she is probably not the best person to ask to go out and ask for donations but she might be great at helping with the ‘behind the scenes’ tasks. Ask your volunteers where they want to lend their support.

Event Coordinator – This is the main person who is essentially responsible for all areas of the event/ride. They are to ensure that the volunteers are on track and to oversee that everything has been planned. This individual should also consider being your Master of Ceremonies on the day of.

Ride Coordinator – this may be your Road Captain but doesn’t have to be. This person is responsible for finding a route that makes sense and making sure there is proper signage, maps etc. the day of the ride. The team working with him/her will help in planning the route. Keep in mind where your ride is being held – nothing is worse than having a lot of bikes and making all left hand turns! The Ride Coordinator will make sure that the route is explained to the Event Coordinator so that if any questions are asked, that everyone is aware of where the ride will start and end – including any mid way rest stops. Another thing to keep in mind is your female riders – nothing is worse than going on a ride where there are no washroom facilities for the women who are taking part!

Fundraising Coordinator – This is the most critical and important of all the roles. This individual will oversee the team who will be out there promoting the ride and asking for door prizes, raffle prizes, and larger donations. In my experience, these folks are your outgoing folks that aren't the shy kind of people. This team will collect prizes and also look after sending thank you notes after the event is over.

Media Coordinator – This person will promote your event, whether it be through radio, newspapers, flyers or any other social media site. This team can be smaller but has the task of making sure everyone knows about your event. Registration forms, fundraising forms and waiver forms can also fall within the scope of this team. In addition, this team can also issue letters of invitation to any dignitaries you wish to attend the event.

At hand Coordinators – these folks look after the tasks 'at hand' which usually is the day is of. This can include registration tables, making sure your participants are well received and looked after. Keep in mind, your registration table and the flow should be established well before your first rider shows up!

By having these key contacts, each person knows exactly what their role is and will alleviate how much one individual has to do – remember, each team will work cohesively together but will focus on different tasks.

Ask and ye shall receive

Monetary Donations

It is well known that people are uncomfortable asking others for money or to donate to a cause. With telemarketing, commercials and ads asking to donate to every cause known to man, how can you compete and be successful in raising money?

I remember the first time I asked for a large donation to our memorial and I'm talking a donation of one hundred thousand dollars. I booked the meeting and felt nauseous the entire time wondering if he would say yes, could I sell this idea and what if he said no? It was a roller coaster the entire meeting. Fortunately, he did agree and that was the one of the single largest donations we ever received.

So what made him answer yes? I firmly believe it was how prepared we were prior to the meeting. Remember from the section above, you need to know everything about what you are trying to raise money for. If I went there without a clue of what I was trying to do or where his money was going to go, would I have gotten his donation? Definitely not.

Be passionate. You have to believe in what you are doing. Sure, it is fantastic that you are hosting a charity event but do you really believe in the cause? Let's pretend you are hosting a ride for the Cancer Society – you would look pretty unbelievable if you lit up a cigarette while explaining what you are raising money for.

If you are considering requesting large donations from a corporation or benefactor, it is equally important to research those individuals as well. I remember putting my blood, sweat and tears (at least it felt that way!) putting together a presentation to ask for a large sum of money from a local corporation. I had all my I's dotted, t's crossed and then received a reply back saying no, that they could not help. I was crushed until I read their website and found that they were a family owned business that originated through Mennonites. I'm not going to go there that our war memorial promoted 'war' but I understood that what we were trying to accomplish went against their mission. Had I read this beforehand, I could have focused elsewhere.

Never be afraid to ask. If you show passion, knowledge and enthusiasm, your energy will become contagious. Everyone will want to jump on your bandwagon and help. One of the greatest tricks I learned was the 'matching' challenge. It was easy and hugely successful! Here's how easy this can be.....picture you are out in a group of friends and you mention you are hosting a charity event (remember, this isn't for the shy at heart!) and you are energized and looking for support. You ask if anyone would help in making a donation of \$20 and you get one! Perfect but are you done? No way! Challenge those to match that donation – "That is fantastic Joe, thank you so much for your support! Do you think your buddy here will match you? If not, he owes you a beer (or whatever you want to come up with to break the ice). His buddy will more than likely ante up as nobody wants to be the one to stop the giving and hey, does he really want to buy his friend a beer? You have just turned fundraising into a

chain of giving and nobody wants to be 'that guy' that breaks the chain.

This is the same idea as paying it forward – you know, where someone in line pays for the next persons coffee and it just keeps going. Find that one person in the group and keep going. What is the worst they will say? The worst will be 'no' and your answer should always be 'No problem – could I at least give you a flyer in case you know of anyone who would like to help?' Mission accomplished.

Another great 'challenge' is to promote and ask for support in a crowd or line up. I remember helping raise money for a friends cause and I always carried a flyer. I suggested this to my friend and it worked like a charm. Picture standing in a line waiting to order your coffee. You are one among 10 people waiting for your order. Confidently, start talking to the folks in the line about your event – sell your cause and ask if everyone in line would contribute a dollar to your event. If you have ten people in line, voila you now have an additional \$10 without even trying. Do this every time you are caught in a line and before you know it, the funds start to add up quickly.

If you are looking at catching the big fish in the sea, I encourage you to visit the template section where there are several sample letters you can tailor to your needs. There are letters specific to requesting corporate donations and large prize donations.

When you are successful in gaining support from large benefactors, whether individually or through corporations, remember that they should have something in it for them. Sure, you may not be able to provide tax receipts but you could offer to have their names included in your registration forms (if not already printed) or if they have a banner, you could offer to have their sign or company logo displayed during your event. Every company loves free advertising! Be sure to include their names or company (with their permission) on your website if you are creating an event website.

Keep in mind when hosting an event, if every member just simply pays the registration fee (if applicable) this quite often only covers your overhead and only a small amount will be designated to your actual charity or cause. Encourage everyone to collect pledges and not to simply pay just the registration fee.

In-kind Services and Prize Donations

When we were well underway with our memorial project, I was amazed at how much cost was associated with incidentals that we have never even considered. As part of our fundraising, we hosted a charity golf tournament which required countless flyers, brochures and other written material. I lost count of how many toner cartridges we went through before I learned a valuable lesson. If you find your costs are taking away from your fundraising goal, look for in-kind services. This could be asking a printing company to print your material and in return, they can publish their trademark on the material (again, free advertising for them!) Even though they are not contributing a monetary donation – this will save you overhead which will result in a higher dollar amount you have raised.

The same holds true to requesting prize donations whether it be door prizes, silent auction prizes or a large ticket item. Maybe the company you are approaching cannot make a monetary donation but they

may be able to help with a prize. Again, as a plug for them, you can offer to have business cards or a banner displayed on the day of your event.

I found the most successful time of year to request donations is early in the year. If you know you are hosting a ride in the summer, you can certainly start requesting prizes early on. For clothing donations, most companies have sales on the previous years' stock so they are more apt to donate since the new products are out. In the first few months of the year, most companies already have huge sales going on and you can negotiate prizes providing you are willing to accept whatever they have either in overstock or that they are trying to dispose of.

When requesting a large 'feature' prize, try to keep a gender neutral approach. For example, Suzie is a brand new rider and has a sport bike with all the latest gear for safety. Suzie is a petite single gal who is excited to be riding her 'crotch rocket' for the first season. Does it make sense for Suzie to buy tickets to a raffle where the prize is an Extra large Mens Harley leather jacket? Maybe but I doubt it. I would certainly not turn away any prize but try look for options that would work for men and women, riders and non-riders. Instead of a jacket, maybe a gift certificate to the store would be better. Keep in mind as well, depending on the size of the prize, many folks are on bikes. How would you or I cart home a flat screen TV on our bikes? Make available delivery options to the prize winner.

I have never been a fan of 'you have to be here to win' approach. This will deter any person from buying tickets when they know that they will have to be on the road before the winners announced. It is certainly at your discretion but if I know that I have to leave before you pull the winning ticket, why would I buy one?

Door Number One or What you have in your hand

I personally love this one! If you are planning on having a 50/50 draw, I always suggest having one extra door prize donation – this could be anything from a baseball cap to a coffee maker to a massage therapist gift certificate and anything in between.

After promoting your 50/50 prize winner – play "Let's Make a Deal" with the winner. Here's how....."That is great Joe, congratulations on winning the 50/50 draw with a total of \$200 to the winner. Here's what I have for you – you can either keep the draw money or you can donate those funds back and take what is this box.

Remember, 50/50 is pure 'gravy' donations – 100 percent can go directly to your cause and since the prize has been donated, more often you will find people will 'give back' the 50/50 proceeds. They will be even more enticed to donate back since they still walking away with a prize. You can now add the 50/50 proceeds (all of it!) into the overall fundraising total.

When requesting prizes, the majority of companies require a request in writing. There are several templates for you to reference if you need assistance in making your request. Please refer to the templates and tailor to your needs.

Equally as important as a written request, is a follow up thank you letter. I'll expand more on this later on.

Social media is your best friend

Who would have thought years ago the power of social media and how many people you can reach with just the click of a mouse. Social media is a huge asset when bringing awareness to your event but be cautious as social media can be just as detrimental as it can be helpful.

Be professional. Even though social media sites like Facebook and Twitter are 'casual' in nature, you should always present your event with the utmost professionalism. Nothing is worse than creating a Facebook event that has spelling mistakes, lack of detail or doesn't state your mission. Your event should clearly outline:

- What you raising funds for
- Why you are raising funds
- How you are raising funds
- When you are hosting your event
- Where your event is being held

Remember, if you are including any images or photos of individuals (for example, a ride to pay tribute to a fallen soldier) be sure you ask permission to use any photos unless they have already been made public. For example, my Facebook account is for only my friends to view. If someone copies a photograph, they do not have my consent to use it. If my account was 'public' then you have implied consent to use any photos, imagery etc. I also suggest asking permission. At this point, the individual or organization you are raising funds for should already be aware of your event.

In addition to social media sites, there is a multitude of free advertising wherever your Unit is based. Contact your local radio stations, news stations and newspapers to request they promote your event. Better yet, extend an invitation to your event. They may do an article about your success which will make any annual event bigger as the years pass.

Generally speaking, here is a timeline of when your announcements should be requested:

- Newspapers – 1 to 2 weeks prior to your event. Any earlier, the public will forget and any later will not give the public time to plan ahead
- Magazines – 1 issue prior to your event
- Radio – 1 to 2 weeks prior to your event
- Press Releases – 24 to 48 hours prior to event day
- Television ad - 1 month prior to your event

Remember, there is no harm in asking and as the media circle becomes more aware of the CAV, the more resources will become available to you. You can even send an invite to a report whether for a newspaper or TV station to sit down with you and hear what the CAV and your event is all about.

Again, any support you receive should always be followed up with a personal thank you note after the event.

Plan your route or day and then plan again

There is nothing worse than being on a ride in an area you are not familiar with and no signage or maps anywhere in site. While most rides have a Road Captain to lead the group, often charity rides might be more casual where you ride at your own pace.

It is crucial that careful planning go into planning your route. This should always include your Road Captain and/or Assistant Road Captain(s). They are ultimately responsible for the group and listen to their input.

If you are planning a large attendance, take note of the following when planning your route:

- Are you riding in a heavily trafficked area? If so, can you possibly move the ride to somewhere less busy?
- If you have a group leaving at once, consider limiting left hand turns (unless there is a generous in length advanced green) No group likes being split up and it can be frustrating and stressful sitting on a busy street where only 2 to 3 bikes can get through at once.
- Does it make sense to have a police escort? If so, you may be required to apply for an event permit which typically takes 31 days to obtain (check with your local municipal office on how/ when to apply) If the police do not require a permit, perhaps they can assist with some of the busier lights or to make sure your exit and return are done safely
- If your ride is going to be in smaller groups, is there someone in each group to lead and who is familiar with the route?
- No man left behind – if a rider breaks down or has an emergency, who will stay behind with that rider to make sure they are safe?
- Consider placing your less experienced riders up front
- Have a tailgunner – this way you know that no one has been left behind
- Is there gas stations along the way? Sure, you know the size of your tank but it is no fun for a rider who is running on fumes and worried they might not make it back
- Is there a rest stop? Is there bathroom facilities suitable for men and women?
- How long is your ride?

Once you have your route planned, right out the direction and ask someone unfamiliar with the route to drive it. You will then know if your directions are too vague and you can receive unbiased feedback on the route you have planned. Maybe the gravel road wasn't such a good idea or maybe your 'guinea pig' loves the scenery and the twisty roads you selected.

Plan for the worse. I hate being negative but this has happened more than once where you have the ideal route – it's beautiful, quiet and a great ride then you find out that the roads are being repaved the weekend of your ride. Always ride your route 2-3 days before your event just in case something unexpected comes up. That way, you have time to come up with an alternative route and print new maps and signage. In addition, you can ask your local municipality if they are aware of any upcoming construction on the route you selected.

Never underestimate the power of a thank you

I cannot begin to say how important this step is. After your event, **it is critical to say thanks to those who helped**. I'm not talking about every rider who took part but for those who truly made a difference in the success or bigger success of your event.

Keep inventory of every donor who made a significant contribution – perhaps it was door prize or a person of significance who attended your ride or a benefactor who made a significant donation.

I often would publish this on my social media site, particularly for those who made a prize donation (again, free advertising for them!) plus I would send a personal **hand written** letter of thanks. My grandmother always said that it means more when it is handwritten versus typed but this is for you to decide. If you are going to send type written letters, be sure each letter is personally addressed to the person and is tailored to what they donated. Nobody appreciates a generic template thank you.

Keep a copy of your inventory in case your event becomes an annual event – this way you have done the legwork already and it is highly likely that the individual/company will continue to support you when they know that you are sincere.

The event isn't over once the last person leaves

You will often find the most beneficial information doesn't come during your event but comes afterwards. I remember hosting my first ever golf tournament and let's preface this by saying that I don't golf, have never stepped foot on a golf course and learned as I went.

It wasn't until after that I learned what went well and what we could have done differently.

After your event, send a handful of letters to riders, donors and volunteers and thank them for their support. You can also ask for their feedback on what they thought of the event. Don't take this as criticism – this is a gift from your participants so that you can learn what you can do to make the next event even better. There is sample letter in the Template section should you wish to send these following your ride. I suggest not just asking members of your Unit as they will be thrilled with the outcome (as you should be!) but more often the true feedback comes from those with an impartial, unbiased view. You can certainly ask members of other Units – we are all here for the same reason and want to make sure that the CAV is highly regarded and respected in whatever we do.

Celebrate your success

Congratulations on an amazing journey! Whether this is your first or hundredth event you have hosted, it is so important after all your hard work to celebrate your success. I always suggest having a 'post mortem' party a few weeks after your event. This way, you can go over the feedback you received and just have a down right party to celebrate what you have done. You have made a difference in your community and have helped a cause that has seen the energy and passion of the CAV. Pat yourselves on the back and congratulations!

Start the journey again

Philanthropy to me is addictive – the thought of being able to help someone or some cause gives me a rush that is hard to explain. For some, you might already be planning your next event and kudos to you! Paying it forward is equally important so if your event is over, we encourage you to support the Units' around you. By now, you know the amount of effort that goes into hosting a ride or event so pay it forward and support those around you. Remember, we are one CAV family!

I hope this information has helped on your journey. Remember, your Ops Team are here to help! If you have any questions or feedback on what worked/didn't work for you, let us know! There is no magic wand for fundraising but the more information that is shared, the easier and more successful we all will become.

Take care and shiny side up always!

Kathryn "Kat" Damman /John "Stoker" Damman – 1st CAV Ops

EVENT COORDINATOR CHECKLIST

Determine what your charity or event will be in honor of
Select your date and time for the event
Secure venue for hosting the event
Contact family or organization you are fundraising for
Coordinate your committee
Delegate the committee to specific tasks
Check in with committee members on progress – are you on track? Do you need more volunteers?
Work with Road Captain or the individual arranging the route – drive it yourself before you determine if anything needs to be modified
Arrange to have fundraising letters drafted (see templates)
Work with media coordinator to issue letters/emails and press releases for your event
Host event committee meetings weekly to ensure that no area has been overlooked
Determine if Master of Ceremonies if required or who will be giving the opening comments
Determine if prayer will be done prior to the ride – if so, secure individual who can provide the avocation
Confirm venue just prior to the event – provide numbers if serving food or if any detail has been missed
Arrive early the day of your event to meet and greet participants
Be prepared to stay behind if required – there may be other tasks that need to be completed while riders are on the road (i.e preparing lunch ect)
Prepare to give closing remarks
Schedule follow-up committee meeting after event to discuss and celebrate your success
Arrange to have thank you letters completed and mailed to donors

KEY POINTS

- **Surround yourself with positive energetic individuals**
- **Delegate tasks**
- **Keep in the loop of each committee members progress**
- **Stay positive!**
- **Think ahead – what problems/issue could arise and make a plan!**

RIDE COORDINATOR CHECKLIST

Determine length/duration of ride
Estimate number of participants if possible
Confirm if rest stop/gas stop is required
Establish ride route
Work with committee to ride/drive the route prior to mapping route
Determine what type of signage is required (arrows, maps etc.)
Create route directions – either arrows, road maps etc
Drive the route just prior to event to ensure that roads are not under construction
Print off CAV Insurance slip from CAV website and carry on your person
Determine if tail gunner is required or is ride going to be a staggered departure
Confirm how many Road Captains are required or if Tail Gunner is required
Announce 'rules' prior to ride starting (follow road signs, no blocking etc.)
Announce that every rider/passenger must have completed waiver
Enjoy the ride!

Key Points

- **Safety first – watch how many left turns you have on your route**
- **Do you have the CAV insurance slip printed?**
- **Plan, plan and plan again – ride the route just prior to the event to make sure there is no road closures etc.**
- **Leave no one behind – do you have enough Road Captains/Tailgunners?**
- **Does your rest stop allow for bathrooms for both men and women?**
- **Does your route have a gas station along the way?**

FUNDRAISING COORDINATOR

Determine how many members should be on committee
Create your fundraising goal
Establish list of potential donors
Research potential donors
Decide how many prizes are required (ie silent auction, door prizes etc)
Work with Event Coordinator to determine what level of donation will result in recognizing donor (ie. \$500 donation = donor name displayed on day of ride)
Create fundraising letter outlining your cause and what you are asking for
Keep list of donors contacted with contact name/address
Maintain list of what donations/prizes have been donated
Issue thank you letters to all donors one week after event is completed

Key Points

- **You never know unless you ask – don't be shy in asking for donations!**
- **Be ready to explain what you are doing, where the money is going to and how it will help**
- **Keep a list of donors – this will be helpful to send thank you letters plus if hosting the same event annually, you have a list of those more likely to help again**
- **Every dollar makes a difference – even if you only receive small donations, the charity or cause will thank you as it was more than they had before your event**

MEDIA COORDINATOR

Research and compile list of all local media you wish to contact (ie radio shows, newspapers, local TV stations etc.)

Create letters for any dignitaries you wish to attend your event and what role they will have during your event (ie, speeches, observe, ride etc)

Issue letter to family members if event is to honor an individual

Create waiver form for all riders/passengers to sign on day of event

Determine and create posters to be distributed to local businesses

Create registration form/pledge form and arrange for copies to be available or add to website

Create Facebook event for those Units who have a Facebook group

Issue press release to media outlets 1-2 days prior to the event

Send thank you letters to those media outlets who attended or profiled your event

Mail thank you letters to any dignitaries who attended your event

Mail thank you letters to the family members who attended your event, if applicable

AT HAND COORDINATORS

- Purchase raffle tickets, 50/50 tickets etc prior to event
- Create posters or signs to use at the venue
- Set up venue either the night before or morning of the event
- Display prizes
- Determine where registration table , food table etc will be at the event
- Ensure waiver forms are accessible and pens/pencils supplied
- Collect fundraising funds/pledges
- Ensure a 'float' is available should you need to make change
- Direct riders/participants to where ride is starting (keep the flow moving)
- Promote the purchase of raffle tickets
- Assist the event coordinator with any task needed to make the day successful

The following pages are sample letters which you may wish to revise and use for your own event. This library of letters will continue to grow so please feel free to send any of your own letters so we may add for others to reference.

1. Media Release template
2. Request for donation template
3. Thank you letter template
4. Invitation to event (ie, mayor, special guests) – attendance only
5. Invitation to event (ie, mayor, special guests) – request to speak at event

FOR IMMEDIATE RELEASE:

CONTACT:

Contact Person (your name)

Voice Phone Number

Email Address

<NAME OF EVENT>

<City>, <Province>, <Date> - The first paragraph. Begin your press release with a two sentence paragraph that provides a quick overview of the event and why it is important. It should read easily and make your news sound exciting to a general audience.

Next, provide some background information on the event.

Make sure to write your release in terms that readers will understand.

Your text should explain the purpose, and intrigue the reader to find out more.

ABOUT THE CAV

THE CANADIAN VETERANS MOTORCYCLE UNIT IS NOT A GANG OR A CLUB. WE ARE A NATIONAL BROTHERHOOD OF CANADIAN ARMED FORCES VETERANS SERVING AND RETIRED, AND THEIR SUPPORTERS, WHO ALL SHARE THEIR ENTHUASISM FOR MOTORCYCLES.

WE MAINTAIN THE VALUES OF OUR UNIFORMED SERVICE: INTEGRITY, LEGITIMACY, STRENGTH AND HONOR AND STRIVE TO LIVE OUR VISION STATEMENT OF RIDING, HAVING FUN AND HELPING OTHERS.

- END -



Date

Street Address

City, Province

Postal Code

Dear _____:

I am writing to ask for your support for a truly special event the Canadian Army Veterans (CAV) Motorcycle Unit will be hosting on (date). The CAV is not a Gang or a Club. We are a National Brotherhood of Canadian Armed Forces Veterans and supporters who are Motorcycle Enthusiasts. Our vision statement is to ride, have fun and help others.

The (name of event) is a (provide description of event ie. 50km motorcycle ride) that will raise money and awareness for (name of charity). (Name of Charity) provides (provide brief description of what the organization/charity does).

Our goal is to raise \$_____ in donations to support (name of charity) and as a community partner, we need your help!

It is for this reason that I am writing to you to request a donation in support of this great cause. < <Insert directions for how you want them to give>

In recognition of your donation/prize donation, we would be happy to recognize your company on (provide details as to where they will be recognized – for example, banner to be displayed during event, donor form, website, facebook etc.)

***The above paragraph to be included only if requesting corporate donations or prize donation where the donor will be recognized.**

With your help, I know we can make a difference and thank you for your generosity. I hope I can count on you.

Sincerely,



Date

Street Address
City, Province
Postal Code

Dear _____,

On behalf of [organization name], I would like to thank you for your generous donation of (indicate \$ amount or prize donation). Your contribution makes it possible for us to [state purpose].

With support like yours, this year, we have [briefly describe growth or goals achieved ie, amount raised]. This is only possible because of thoughtful contributions from people like you.

As you know, the cost of [brief description of what organization does] does not go away. We hope for your continued support in the future.

Once again, thank you for your generous donation.

Sincerely,

[Signature]

[Name]

[Organization <1st, 2nd, 3rd CAV followed by Unit Name>]



Celebration of the Liberation of Holland

Hosted by the 1st CANADIAN ARMY VETERANS MOTORCYCLE GULF-KUWAIT UNIT,
KITCHENER

As you may know, this May will mark the 68th anniversary of the Liberation of Holland, in which more than 7,600 brave Canadians gave their lives to secure the freedom for the people of the Netherlands. The bond between Canada and the Dutch remains a special warm bond of friendship and respect as a result of the heroism of our Canadian military.

As such, on behalf of Harry Watts, World War Two Motorcycle Dispatch Rider, and the Canadian Army Veterans Motorcycle Gulf Kuwait Unit, we cordially invite you to celebrate the 68th anniversary of the Liberation of Holland.

This celebration will commence with a color party from our community Veterans Associations and an opportunity to meet and greet our Canadian local heroes.

The details of the event are as follows:

Date: Saturday May 4th
Time: 8:45am to 11am
Where: Kitchener Market (outside main entrance on King Street)
300 King Street East

We would greatly appreciate confirmation of your attendance by email at kdamman@rogers.com or by telephone at 519-635-6736.

With thanks,

Kathryn Damman
On behalf of Harry Watts



Celebration of the Liberation of Holland

Hosted by the 1st CANADIAN ARMY VETERANS MOTORCYCLE GULF-KUWAIT,
KITCHENER ON

Celebration of the 68th Anniversary of the Liberation of Holland

As you may know, this May will mark the 68th anniversary of the Liberation of Holland, in which more than 7,600 brave Canadians gave their lives to secure the freedom for the people of the Netherlands. The bond between Canada and the Dutch remains a special warm bond of friendship and respect as a result of the heroism of our Canadian military.

As such, on behalf of Harry Watts, World War Two Motorcycle Dispatch Rider, and the Canadian Army Veterans Motorcycle Unit – Gulf Kuwait Unit, we cordially invite you to celebrate the 68th anniversary of the Liberation of Holland.

This celebration will commence with a color party from our community Veterans Associations and an opportunity to meet and greet our Canadian local heroes. We would be especially honored if you would say a few words to those present at this ceremony.

The details of the event are as follows:

Date: Sunday May 4th
Time: 9am to 11am
Where: Kitchener Market (outside main entrance on King Street)
300 King Street East

We would greatly appreciate confirmation of your attendance and hope you are able to attend.

With thanks,

Kathryn Damman

On behalf of Harry Watts