

# fundraising toolkit

bicycles – freedom – power

citizenmovement

# Thank you for fundraising with citizenMovement.

citizenMovement is here to help make your fundraising journey rewarding for both you, and the people we help. Seek ideas and resources from this step-by-step guide on how to successfully fundraise.





# how to be a successful fundraiser



believe in  
the cause

commit to  
your goal

get creative  
with a purpose



# first things first



## make it personal

Why citizenMovement? Tell people why you believe in The Power of Bicycles. Give specifics about the goals you hope to achieve through your efforts. Be sure to include pictures of you in action!

## start an online fundraising page

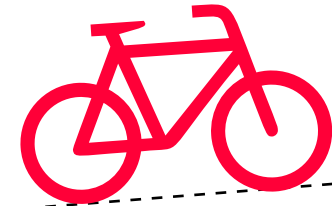
We have built our own fundraising platform so you can create a fundraising page quickly and easily. Go to [citizenmovement.nl](https://citizenmovement.nl) to set up yours.

# gain some momentum

1

2

3



## On the first day,

get your fundraising off to a flying start by making the first donation. Next, seek contributions and support from ten of your closest friends and family. Make those first 'asks' to the people with whom you are most comfortable. It is easier and will help your campaign gain momentum. Each time a donation rolls in, you'll be even more excited for the next.

## The following week,

reach out to another ten (or even 20) friends and colleagues. Along the way, encourage people to leave personal notes to inspire you and others.

## As more people step up,

you'll be more determined to reach out to acquaintances, co-workers, and relatives even further removed. Once the wheel is turning the momentum will encourage more people to join in.



# inspire others



## how to write emails that inspire

**Share how bicycles change lives. Explain why you fundraise to provide 'The Power of Bicycles.'**

**Tell a success story to inspire donations. Explain what communities can do with a bicycle.**

**Be clear. Make a direct request for support and don't forget to include a link to your fundraising page.**

**Thank donors for their time and support. Thank them for giving the gift of hope, joy and opportunity!**

**A picture tells 1,000 words. Be sure to incorporate one or more.**



# share your story

Social media is a great tool for building awareness.

Use it to share your efforts and success once you have some momentum.  
Use the tips below to get others to be part of your story.



Sometimes an inspirational story is stronger than a direct ask. Let people know about communities mobilised with bicycles. Share how The Power of Bicycles motivates you to fundraise.

Set a goal, share it, ask people to donate. Friends and followers are more likely to donate if they see others doing so.

Acknowledge those who donate and help you reach your goal. Tag and thank supporters for their involvement.

Set a goal and tell people about it. "Who will help me reach 10 bikes? Every donation counts!"

# broaden your circle

step it up

**Identify potential supporters who have not yet donated and reach out to them.**



Make one last request as you head into the 'final push' towards your goal.

Share how far you've come and what you hope to achieve. Invite people to help you reach your goal.

Include a link to an inspirational story on our blog to encourage your friends. Urge them to help you empower more people through The Power of Bicycles.



# make everyone feel important

Everybody's capacity to donate is different.

Make you supporters feel appreciated by giving a range of donation options, like seeking just €10 from multiple people instead of one large sum. The value of a bike is €147, so it's up to you.

Our online donation forms offer three defined levels but will accept any amount during the donation process.



Remember, the results of your fundraising will mobilise individuals, families and communities. Whether it's a single child, a group of healthcare workers or an entire school, every bike makes a difference.



# Writer's block?

Here are some sample messages for your outreach.

## twitter

Help provide reliable transportation to communities in rural Africa through #citizenMovement. Donate here [insert your fundraising page link]

I'm halfway to my goal for the #citizenMovement. Help mobilise communities by supporting my campaign [insert your fundraising page link]

A bicycle can help save hours of time for communities racing the sun. Please help support by donating here: [insert your fundraising page link]

## facebook

I'm supporting citizenMovement to mobilise individuals through The Power of Bicycles. Help me provide bicycles for communities in rural Africa. Give a gift of joy, hope and opportunity. Every donation counts: [insert your fundraising page link]

A bicycle helps save hours of time for communities racing the sun. With widespread access to reliable transportation, individuals within these communities can begin to lift themselves out of poverty by increasing productivity, income and access to education and healthcare. Help me reach my goal to empower communities through The Power of Bicycles. Learn more: [insert your fundraising link]

## email

Dear [Friends and Family],

I am pleased to share that I am helping raise funds and awareness for citizenMovement, an organisation committed to helping individuals overcome the barrier of distance and improve access to education, health care, and livelihood through the Power of Bicycles in rural parts of the world.

Women and girls, in particular, whose empowerment is essential for community wellbeing, are prioritized under the Mobilized Communities model. Please consider supporting me as I work to transform a community through the Power of Bicycles. For the recipients, it is more than just a bike. It is a tool for economic and cultural empowerment.

Every donation makes a difference, and a contribution of €147 puts a brand new Buffalo Bicycle into the hands of individuals to improve rural access to health, education, conservation, and livelihoods. I hope you'll join us in helping mobilise more students, health care workers, and social entrepreneurs. [Insert Fundraising Page]

Thank you for your support,  
citizenMovement





**The Power of Bicycles. The power of you.  
Together, we give the gift of joy, hope and opportunity.**

**get in touch**

Questions? Our team is here to help. Just email [citizenmovement@citizenm.com](mailto:citizenmovement@citizenm.com)