

PEDAL TO RESETTLE



2019



RIDE FOR REFUGEES

world relief® 

SACRAMENTO

As a Pedal to Resettle (PTR) cyclist, you have the goal of raising \$1,951 from your friends, family and coworkers. This money will provide vital support and services to refugee families new to Northern California.

You might be wondering, *“Why a goal of \$1,951? That’s an oddly specific number.”*
Quick history lesson:

In 1951, the Convention Relating to the Status of Refugees was signed. This international treaty was foundational in protecting people displaced by war and persecution. Now, 68 years later, when refugees have become politicized like never before, we want to recall the reasons the treaty was signed by the international community, and in the same spirit, do our part to mark this year and make a difference.

For some people, riding 160+ miles sounds impossible. For others, the fundraising requirement is much more daunting. Fear not! You are in good company, and the PTR team is here to support you as best we can.

KEY DATES

Mark these dates on your calendars!

- July 31 | Registration Closes
- August 31 | Fundraising Target
Cyclists are encouraged to have all of their fundraising complete by the end of August so that they can focus on training. If that is not the case, however, a PTR team member will be checking in to see how we can support cyclists in the home stretch.
- Thursday, September 12 at 7pm OR Sunday, September 15 at 3pm | Required Pre-Ride Meeting
Attendance at one of these meetings is required for all cyclists, as we will go over essential information about the route, safety, and day-of-ride details.
- September 20 | Start of Ride
Riders will depart from Sacramento in the morning and shuttle to the start of the ride in Santa Rosa.
- September 23 | Homecoming
The ride ends in Sausalito, and cyclists return to Sacramento in a World Relief vehicle, or they can arrange for their own transportation.

FUNDRAISING FOR PTR

The first step toward meeting your fundraising goal is setting up your personal fundraising page on our platform, Classy.

Accessing and Customizing Your Fundraising Page

Upon registering, you will have received an email from World Relief called “Claim Your Fundraising Page.” (Check your spam folder, too!) Follow the link in that email. You will then be asked to create a password and be led to your fundraising page.

If you cannot find that email, go to <https://fundraise.worldrelief.org/login> and create an account. It is very important to use the same email address that you used to register for PTR because it is linked to your fundraising page.

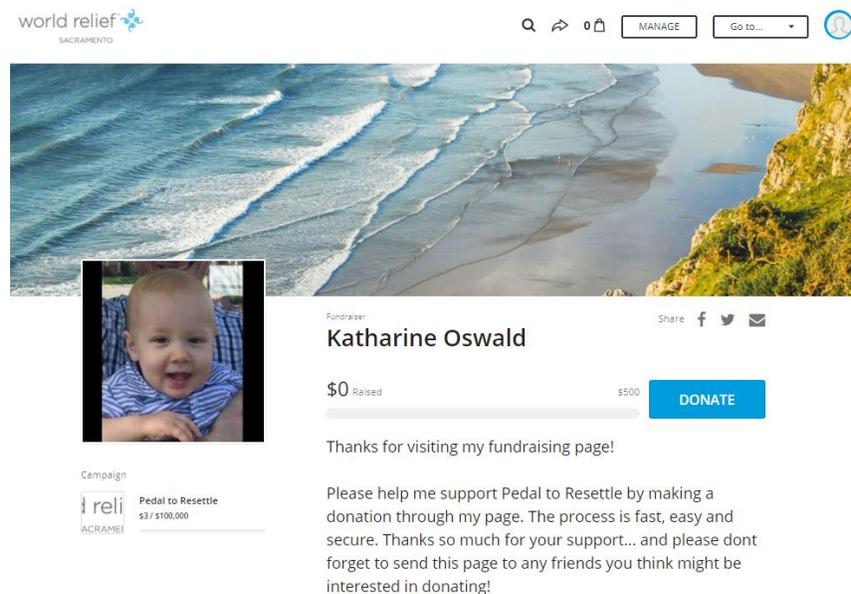
Use the tabs on your fundraising page to upload your photo, edit your fundraising goal (under “Details”), and customize your story.

A note about photos: Your fundraising page photo is different from your profile photo. The fundraising photo is an important one as it is what your friend and family will see when you share your page.

Can I edit my fundraising goal? The fundraising goal is set to \$1,951, but you can adjust to a larger goal if you would like!

Return to your fundraising page at any time via your unique URL or by going to the Classy homepage (<https://fundraise.worldrelief.org/pedaltoresettle>) and clicking “Login” at the top right.

Customizing Your Fundraising Page



The screenshot shows a fundraising page for Katharine Oswald on the World Relief Sacramento website. The page features a large background image of a beach with waves crashing onto the shore. In the bottom left corner, there is a small inset photo of a smiling baby. The fundraiser's name, "Katharine Oswald", is prominently displayed. Below the name, it shows "\$0 Raised" out of a "\$500" goal, with a "DONATE" button. A message reads: "Thanks for visiting my fundraising page! Please help me support Pedal to Resettle by making a donation through my page. The process is fast, easy and secure. Thanks so much for your support... and please don't forget to send this page to any friends you think might be interested in donating!" In the bottom left, a campaign logo for "reli" (Relief Initiative) is visible, with the text "Pedal to Resettle \$3 / \$100,000".

It's a great idea to utilize the many customizable fields on your fundraising page to express why you're participating in PTR and how potential supporters can partner with you.

Writing Your Story

Your story is the centerpiece of your fundraising page. Use it to communicate what PTR is and your passion for its cause.

In creating your story, take some time to reflect on why participating in PTR is important to you. Consider the following questions if you need some inspiration.

1. Why are refugees important to you or your community?
2. Have you ever met or befriended a refugee or immigrant? What about that person was inspiring to you?
3. If applicable, what is *your* immigrant story? When did your family come to America and why?
4. What do the words "refuge", "asylum", "sanctuary", or "resiliency" mean to you?
5. The money you are raising is going to directly support local refugees in programs such as education and employment. What were the challenges you had when entering the workforce? How are those challenges similar or different from the refugee experience?
6. Donations also go toward our new and growing empowerment initiatives for refugee women and children. Reflect on your experiences of working with vulnerable populations.

7. While PTR is primarily a demonstration of support through hard work and commitment, you are also undertaking a symbolic journey: one where, like many refugees, you will exhaust yourself, encounter unfamiliar challenges, and rely on the hospitality of strangers. Do you have any thoughts or reflections on this?

Still feeling some writer's block? Adapt this sample story OR reach out to the PTR team to help you craft custom content.

Sample Story

Hi friends and family! From September 20-22, I'm going to cycle over 160 miles across Northern California to support newly arrived refugee families in the Sacramento area.

Refugees are one of the most resilient populations and are vital to the culture and economy of our region. They come to Sacramento with incredible determination, having survived unimaginable hardship, and are ready to lay down roots in their new community. They want what all of us want - a chance for their families to succeed and thrive. However, they face enormous challenges adjusting to their new home, particularly in the first several months. I want to do my part to make these families feel welcome and safe.

My ride is being coordinated by World Relief Sacramento, a local charity that supports refugees from some of the most conflict-ridden areas in the world, by helping them acclimate to life in the U.S. They do this by finding housing for refugee families, offering employment services, English classes, and support as they navigate local schooling and healthcare systems, and connecting Americans who want to build relationships and walk alongside arriving families during their initial months of integration.

My goal is to raise \$1,951 for World Relief so that they can continue this critical work of extending welcome, building transformational relationships, and empowering families.

I am excited to invite you into supporting this work I love, while doing something I love. Thank you for supporting me on this journey, and please spread the word!

Asking for Donations

Who to Ask

- ❖ Family. Go beyond immediate family. Who did you see at the last reunion, wedding, or birthday party?
- ❖ Friends. Talk with your book club, community group, church members, or game night friends. Reach out to parents of your children's friends. Do you

still have your wedding or shower guest list? Who got Christmas cards this year?

- ❖ Coworkers. Check in with former coworkers and contacts outside of your office or department.

How to Ask

There are a handful of ways to approach raising funds for an event like PTR, and only you know which strategy is best suited to your diverse network. You can even have fun with this! See if people will match the miles of your training rides with dollars. Challenge another PTR cyclist to some friendly fundraising competition. The options are limitless, and we want you to get creative.

The more accessible you make your fundraising efforts, the easier it is for people to support you.

Sharing on Social Media

We'll start with our biggest piece of online fundraising advice: Create a time-bound personal campaign to try to hit your goal using social media and email.

For example, decide on a ten-day period where you're going to post regularly and go all out to hit your goal. By making a concerted and planned effort to share, you'll dramatically increase your chances of reaching your goal quickly and without having to work at fundraising over several months.

- ❖ With crowdfunding campaigns, most contributions come within the first few days and last few days as your campaign deadline approaches—don't worry if giving slows down in the middle.
- ❖ Try to create a splash at the start of your campaign by securing early donations that offer social proof for what you're doing. If you have a core group of individuals who you believe will donate, contact them first by email and ask them to give by the first day of your personal campaign. Once a few gifts have come in, take to social media to share about your campaign.
- ❖ Start each post the same way, with a countdown, making it clear how much you have left to raise. For example: "8 DAYS LEFT | \$1,533 TO GO 🚲", "7 DAYS LEFT | \$196 TO GO 🚲", so that your audience who sees your posts over several days will be able to see how much you have left to raise and be reminded what you're fundraising for.
- ❖ Plan your posts ahead of time. Create a mix of content for the ten days ahead of time to include a mix of posts about why you're riding, how funds will be spent, how training is going, etc.
- ❖ Post on social media around major fundraising milestones: 50%, 75%, and 100%.
- ❖ Try to set a daily goal and try to reach that. Average gifts tend to be around \$25. ("I need three more gifts of \$25 by the end of the day to reach my daily goal of \$100. Can you help me out?")

- ❖ Avoid posting fatigue. It is OK if you slow down in the middle of a campaign to ramp it up closer to your self-imposed campaign deadline.
- ❖ If you come up short of your goal by the end of your campaign, take a breather and come back in a few weeks for another round of short fundraising bursts.

Social Media Basics

For those who are wondering about the different strengths of different social media platforms, here's a brief overview:

Facebook

Facebook is the ideal place for longer posts about your story. This is a great place to explain why you are choosing to participate in PTR, share information about refugees in Northern California, and to explain the effects of Match Grant on your supporters' donated dollars. Remember to include photos and a link to your campaign page on each post. If you are having difficulties with the views on your posts, try a Facebook Live video – it cancels all algorithms and sends notifications to your friends that you are “live”.

Instagram

Instagram followers love seeing your pictures and videos making it the perfect place to share our sample image square or create your own! Like Facebook, Instagram provides plenty of room for your story and details you want to share with your community. The biggest difference to note is that links are not sharable on Instagram posts, so you must remember to change the link in your profile to your campaign link and remember to share on your posts that the link to your campaign is in your profile.

Facebook and Instagram Stories

Worried about oversaturating your social media feeds with PTR posts? Why not create stories that disappear after 24 hours? Or, you can create a “PTR” highlight and save all related stories in one spot.

Twitter

Twitter provides the shortest amount of space to share with your friends and family, so you must keep your posts short and sweet. This can still be a great place to share your photos, the link to your campaign, and why you are choosing to be involved with PTR. Twitter can also be the best place for quick fundraising updates and reasons to support.

Tagging

Always feel free to tag us in your posts; we'll also be sharing news of PTR on our social media, and we can answer any questions your supporters may have.

<p>Our handles are: Facebook - @WorldReliefSacramento Instagram - @WorldReliefSacramento Twitter - @WRSacramento</p>	<p>The hashtags used in our office are: #PedalToResettle #PTR2019 #BetterTogether #RefugeesWelcome</p>
---	--

Other Online Fundraising Tips

- ❖ Share a short video about why you're doing PTR
- ❖ Always be sure to include your fundraising page URL so that people can give directly. Using a link shortener, like [Bitly](#), makes the link to your personal campaign easily sharable on social media.
- ❖ Remember to change the privacy setting on your posts to "public" so your friends and family can share the post and your campaign on your behalf.
- ❖ Ask people to give in honor of your birthday or another important day (like World Refugee Day on June 20, 2019).
- ❖ Ask anyone who gives towards your fundraising goal to share about their donation on their social media as well – then challenge others to do the same by tagging them in a post
- ❖ We *do not* recommend using Facebook's fundraising feature or any other crowdfunding platforms since they don't interface with the Classy system

Remember, these are simply suggestions. You know your target audience best, and can gauge their interest level. If something doesn't go according to plan, reassess and try one of the other strategies offered below

What if social media isn't really my thing?

Write emails. You can use the Classy platform to send emails to potential donors. Or, you can use your personal email account.

- ❖ Adapt a version of your story to explain to people what PTR is and why you are participating. You can keep the email brief and refer people to your fundraising page for the full story.
- ❖ Send individual, personalized fundraising emails rather than emails to a large group. If you do send a fundraising email to multiple email addresses at the same time, type the addresses in the "bcc" field so recipients can't see everyone who is receiving the message.
- ❖ After your initial email, send a follow-up message before too long letting people know your progress and updated need.

Offline Strategies

Ask in person. You might call someone or approach them about giving, or it might arise in casual conversation.

Write letters. This classic fundraising technique still works for many people, especially those reticent to give online. Remember to be specific and to make it easy for them to give toward your goal with clear instructions. Include a postage-paid envelope with World Relief Sacramento's address so that mailing a check is easy (see address information and instructions for checks below).

Ask at work. Mention it when you talk about your weekend training plans or include a blurb in your email signature. If your employer matches giving, ask your coworkers to make a gift to help leverage these extra funds. Some cyclists who work at smaller companies have had success asking their employer to make a corporate gift.

Have an event. Host a game or movie night and ask your friends to donate what they would spend on a night out. Ask your favorite diner or brewery if they'd contribute their profits for a night. See if you can spend a few minutes at a regular social event—meetup group, club, community group, etc.—to share about your ride.

However you choose to ask, make sure to follow up with reminders. People can be forgetful, so a follow-up text or conversation is usually fruitful.

Ways to Give

Online. Your fundraising page is the most straightforward way to collect donations online, therefore we encourage you to direct people to your page as often as possible, by any of the methods described above.

Check. If someone wants to donate by check, they should make the check payable to World Relief Sacramento and write "PTR + [Your name]" in the memo line. This will ensure that the donation is credited toward your goal. Checks should be mailed to:

World Relief Sacramento
4616 Roseville Rd, Ste 107
N Highlands, CA 95660

Employer match. If a friend works for a company that matches employee charitable giving, the match amount can be applied toward your fundraising goal!

It is the employee's responsibility to complete the paperwork with the employer before emailing us with confirmation from the employer. Since matching gifts often take several months to be processed by large companies, we will count the confirmation paperwork as a gift toward your goal as soon as we receive it. Contact us at NorCalPTR@wr.org

Note: Your registration fee *does not* count as a donation that can be matched by your employer.

The Most Important Part – Saying Thank You

Your donors have committed to join you on your journey—so say thanks! As soon as you see a donation come in on your fundraising page, comment on their donation, or send a quick text or email to let your friend know how much you appreciate it.

Update people on your progress as you hit milestones. People who give toward your goal are interested in seeing you succeed! You can offer periodic updates right on your fundraising page.

Send some post-ride thank you notes to tell donors about your adventure. After the ride, World Relief will provide you with a complete list of names and addresses of people who gave toward your goal to help make this easy.

Other Ways to Support

As you share about PTR with friends and family, they may ask if there are other ways they can get involved! In addition to donating, they can support PTR in any of the following ways:

- ❖ Register as a Virtual Rider: Virtual Riders are individuals who can't participate in the actual event but still want to support the cause through fundraising. It's free to register as a virtual rider and you'll be invited to training rides, special events, and, if you fundraise at least \$250, you'll receive a PTR team jersey and other great swag. Learn more at pedaltoresettle.org/virtual-riders.html
- ❖ Volunteer in person during the event. PTR is a fully supported event with rest stops, maintenance crew, and finish line parties that require a team of committed volunteers. They can find information on registering as a volunteer at pedaltoresettle.org/volunteer.html.
- ❖ Help solicit corporate or church event sponsors. Contact NorCalPTR@wr.org with ideas or contacts.

The “T” in PTR also stands for team

There is no one size fits all strategy for fundraising. You know your networks better than anyone else does, so do what works for you. We mean it when we say that the PTR team is here to help however we can. PTR is nothing if not a team effort! If you have any feedback, suggestions for improvement, or didn't find the information you're looking for, contact us at NorCalPTR@wr.org. What are you waiting for? Join us on our Norcal Ride for Refugees! *You ride, refugees thrive.*

ACKNOWLEDGMENTS

Special thanks are due to the World Relief Seattle office and the SEA TRI KAN (STK) planning team. STK is a similar multi-day ride across Washington State and served as an inspiration for PTR. The STK team has graciously shared their experiences and resources with us as we've planned PTR. We couldn't have done it without them!