

AIDS/LifeCycle[®]



SF TO LA • END AIDS • 545 MILES



DRIVEN BY OUR MISSION

AIDS/LifeCycle is a 7 day bike ride from SF to LA, co-produced by the San Francisco AIDS Foundation and the Los Angeles LGBT Center. The Ride is designed to advance our shared interests to end the HIV/AIDS epidemic.

Since 1993 participants have raised over \$230 million dollars and completed over 40,000 journeys on bicycles from SF to LA.



LOS
ANGELES
LGBT
CENTER

Fundraising for AIDS/LifeCycle

FUNDRAISING HOTTEST TIPS

**USE OUR TOOLS- PARTICIPANT CENTER
(TEMPLATES, TRACK AND THANK DONORS)**

PERSONALIZE YOUR PAGE & SET YOUR GOAL HIGH

**UTILIZE MORE THAN ONE STYLE OF ASK:-SOCIAL MEDIA, TEXT, EMAIL, BE
CREATIVE!**

MONTHLY PLEDGE TOOL & CORPORATE MATCHING GIFTS

SET MINI GOALS & HIT YOUR MILESTONES!

7x

of times someone has to see your social
media ask before donating

**Let's have a look at the
Participant Center!**

TIME TO ASK!



Family members

Friends

Colleagues

Sports club/gym buddies

Neighbors

Your fellowship

Former colleagues

Former classmates

Local businesses

Long lost friends

Friends of friends

Others



Direct ask – best in person

Personal phone calls

Text/Facebook messages

Direct personal emails

Group communications

Email blast/ newsletter to a large group

Passive ask

Social media / blog posts / tik tok

Transactional ask

Events, gimmicks, beer bust, raffle, drag show, auctions

SOCIAL MEDIA!

WE DID IT! You donated \$190 yesterday and I matched it and we are over \$1,000 raised for AIDS/LifeCycle! So it's OFFICIAL! I will be riding all 545 miles next year with Team Cretins on this fixed gear bike!!!

Thank you Eileen Hanley Pierce, Ruth Hummel and Julio Gonzalez for donating! You are all such wonderful people!!! Let's keep the donations rolling and see an end to HIV/AIDS!
www.ToFightHIV.org/goto/funkhouser



Like Comment

Tracy Evans Alc, Roland Roth and 86 others

- Tell your story, but keep it short, and always include photo or video
- Tag people and thank your donors
- Always include your fundraising link towards the top.
- Frequency matters - short posts several times a week
- Engage with other people on social via their posts

RESOURCES!



- The Fast 40
- Practice Your Pitch
- Fundraising events
 - What do you and your friends love to attend?
 - ALC friendly locations
 - Bars, restaurants
 - How to run a beer bust
 - Raffles and auctions
 - Thank you gifts
- Use your talents!



Powerful fundraising tools

Pledges

- When donating online, donors have the option to choose a (larger) donation amount, then spread out the payments over time.

End of Year Tax Deductions

- Starting in the fall, many individuals and small businesses are looking for ways to reduce their taxable income – charitable donations are a great way to do that!

Matching Gifts

- Leveraging corporate matching gifts is a great way to double or triple your donations!

Q & A

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