



September 25, 2021 Fundraising Package

The Essex Region Conservation Bike Tour is the region's premier cycling event which directly supports local conservation projects throughout the Windsor-Essex region. Annually, this event raises over \$20,000 thanks to the dedicated support of riders like you, generous donors and event sponsors. Cyclists in this event will start and finish at Mettawas Park in Kingsville, and participants' fun, health and safety is top of mind. Start times will be staggered, and masks will be required in areas where 2m distance cannot be maintained. Lunch is also included at this open air park with plenty of room to spread out and enjoy the beautiful lakeside views!

Over the past 18 months, when everything else was locked down, we worked hard to keep conservation areas and trails open, and people were so thankful to have these important areas for their physical and mental health. The Essex Region Conservation Bike Tour raises funds to help ensure we can continue to protect and maintain these special places, thank to the support of amazing people like you!

This package will give you some ideas on how to make the most of your fundraising efforts for the event.

Getting Started

1. Register for the event through RaceRoster: bit.ly/ERC-Bike-Tour-2021
2. Set up your fundraising page to receive pledges directly. If you need help, please contact us.
3. Set your fundraising goal. See **Fundraising Tips!**
4. Share your fundraising page with friends, family, & colleagues!

Once you've registered, you will be able to receive pledges directly to your RaceRoster profile. Each participant will have their own fundraising page, along with a custom URL that can be shared with friends, family and colleagues—making it super easy to create a fundraising goal and track your progress!

Fundraising Perks

The top individual fundraisers can look forward to some great gifts for their efforts:

\$350+

Free Registration &
Cool Bike Tour Cap

\$250+

Free Registration

Fundraising Tips

Set a goal

When you set a realistic goal, you're more likely to receive pledges. In 2019, the top individual fundraiser raised over \$5,000!

A few bucks goes a long way

Try sourcing smaller donations from many different donors. This is a great option for youth fundraisers!

Tell people how the money will be used

All funds raised will go directly to conservation projects in the Windsor-Essex region. To learn about our funding projects, visit: essexregionconservation.ca/foundation

Use social media

Connect with Essex Region Conservation via Facebook, Twitter and Instagram and tag us with your progress. Share the event page, use the hashtag #PlaceForLife and use your own social networks to create awareness and boost your pledges.

Challenge Others

There's nothing like a bit of friendly competition to help motivate you. Challenge other individuals or teams to see who can raise the most!

Form letters and pledge sheets

For those not interested in pledging online, use the provided pledge sheet to track cash donations.

Say thanks

Don't forget to give a public shoutout to your supporters! This is another great way to share information about the event and boost your pledges.

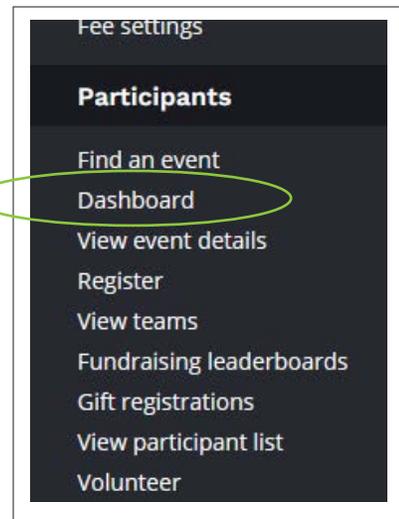
How to raise funds for this year's Bike Tour by using your donation page to send auto-generated messages to your friends and supporters

Use Race Roster's form tools

To send auto-generated messages

1. Log in to the Bike Tour page on Race Roster at: www.raceroster.com/events/2021/50423/essex-region-conservation-bike-tour-2021.
2. Click "**sign in**" at the top right of the page and enter your email and password. This will return you to the Bike Tour's page.
3. Click "**Menu**" at the top right of the page. A dropdown menu will appear.
4. Click "**Dashboard**", located near the middle of the dropdown menu. This will take you to your individual home page.
5. In the "**Fundraising**" area on the lower right of your individual page...
6. **Click one of the three buttons:** share to Facebook, Twitter, or an auto-generated Email. You may be asked to enter your Facebook or Twitter credentials.
7. An "Ask Your Friends For Donations" screen will appear. You may choose to enter an optional message at the top.
8. Enter your supporter's name and email address. You can add multiple names and addresses by clicking on the "+" button, and remove them by clicking on the "-" button.
9. When you are satisfied with your message and recipients, click the "**send**" button on the bottom of this page.

www.raceroster.com/events/2021/50423/essex-region-conservation-bike-tour-2021



Fundraising

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