

Ideas for Fundraising

1. Letters - Write to everyone you know. Check out our [sample letters](#) online.
2. Word of Mouth -Tell everyone you meet about the Ride and how hard you have to practice and that you have to raise money for a very special place – ALYN Hospital.
3. For Israeli participants:
Receipt Books - Pick up receipt books from our Israeli office and have your children/their youth group gather donations. (These receipts come in 5, 10 and 20 shekel donations).

4. Matching Gift Program-Ask your work place if they have a matching gift program.
5. Use Social Media

a) Facebook – www.facebook.com

Write something about going on the Wheels of Love Ride and how you are fundraising for the special children of ALYN. This is a good way to spread the news that you are going to be part of the 11th WOL Ride. Don't forget to put in a link to your fundraising page so that people can easily sponsor you.



b) Twitter- www.twitter.com

Twitter is for short instantaneous messages, such as letting your friends and family know that you just signed up for the ALYN Wheels of Love Ride and they can go online now and sponsor you. You can remind them with short messages when you go out for training rides.

c) You Tube- www.youtube.com

Upload your home videos of training rides or past WOL Rides for others to see. You can also advise your potential sponsors to see other videos of the Ride or about the Hospital.

6. Organize Events and Activities:

- Party - Have a party/bar-b-que (birthday or otherwise) and have everyone sponsor you instead of bringing a gift.
- Wine Tasting - Have a wine tasting evening. See if you can get the wine donated from a local wine store. Have a minimum cover charge to go towards your sponsorship.
- Activities - Talk to your child's youth group/school/extracurricular activity and ask them to raise money for you through a car wash/concert/garage sale /readathon, skipathon or even a local bikeathon.
- Speakers - Have a speaker (local politician, author) come to your house and charge a minimum donation. Make sure that you talk about the ALYN Hospital and the WOL Ride so that everyone knows why they are giving a donation.
- Picnic - Organize a picnic in a park to which people bring a donation (and their own food)–organize games for the families to play – three legged race, potato sack races, egg tossing competition, backwards running races, etc.
- Lunch Money-ask your work colleagues to bring a sandwich in for lunch and donate the money which they saved on going out to a restaurant.
- Quiz night – Gather quiz questions and create teams to compete.
- Clothes Swap- Everyone brings clothes in good condition that they no longer wear – and buys clothes that the other's bring for a reasonable price –with all the money going to sponsor you.
- Dress down / no uniform for a day – Students or workers pay a set amount to be able to come to work or school in more casual clothes. For instance, a school or work place which mandates uniforms would allow those who pay to come in street clothes. Those who normally have to wear a suit and tie would be able to come to work in slacks and a t-shirt.
- Auction – Have everyone come to your house/club/synagogue/school with something (a thing or service) that they are willing to auction off
- 50-50 raffle – Sell raffle tickets with the prize being half of what is taken in.