



## Fundraising Cheat Sheet

Thanks so much for your fundraising efforts so far! Your hard work has got us over halfway to this year's goal!

With a little more work you can hit your personal goals and the Rally can hit it's goal as well!

Not everyone enjoys asking, we totally get that, but if you send out a few more emails between now and packing day you'll be amazed at the response.

Are you looking for things to say in your email? Here are a few ideas:

- Talk about your achievements so far
  - I have ridden **XX** kilometers in training so far!
  - I have spent **XX** hours training this spring and summer!
  - I have raise over **XX** dollars towards my goal of **\$XX**!
- Talk about what the cause means to you
  - I am riding because...
  - HIV is an ongoing pandemic, I feel compelled to help because...
  - Covid showed how vulnerable we all are in a pandemic. It's the same for people living with HIV.
- Talk about some of the issues that are unique this year
  - Inflation in grocery bills is hitting people on social assistance very hard.
  - The Essentials Market offers nutritious food to people living with HIV. It is a lifeline that is getting used more and more as bills climb sky-high.
  - Inflation means that some people have to choose between paying for rent, food, or medication.
- Talk about the impact of the donation
  - \$40 provides 10 community members transportation to medical appointments
    - "Can you imagine being worried about getting to the doctors for lack of TTC fare?"
  - \$60 funds a peer-led support group for people living with HIV
    - "Support and community are proven to help people learn to live with HIV in a healthy and positive way."
  - \$100 supports a community member to access medication
    - "For people on limited incomes choosing between rent, food or medication can be a harsh reality."
  - \$200 ensures one family has groceries for the week
    - "Nutritious food is a cornerstone of good health, and it helps HIV medication to work as well!"

When you ask for donations keep the message focused on the need and the impact, that's been shown to work best.

