

## Thank you for registering for Bergen's Amazing Race!

Here are step-by-step instructions on how to set up your Fundraising page.

As part of the race you are required to raise a minimum of \$250, but raising more gets you perks in the race.

Donation Raised	Additional Perks
Raised \$2,500 +	One Fast Pass, One Location Clues, 2 tickets to Bergen Volunteer Center dinner and auction at the Stony Hill Inn on Nov. 9 at 6pm. Start time: 9:05am (25mins head start)
Raised \$1,500 - \$2,499	One Fast Pass, One Location Clue, Start time: 9:15am (15mins head start)
Raised \$750 - \$1,499	One Fast Pass Start time: 9:20am (10mins headstart)
Raised \$251 - \$749	One location clue Start time: 9:25am (5mins headstart)

### Where does the money I raise for the race go and why is it important to raise more than the required \$250?

Our community work relies on the money that our partners raise. It is from the support of you, through events like Bergen's Amazing Race that helps us continue our groundbreaking work and our impact to the people we serve. By raising money for the Bergen Volunteer Center:

- **Mentoring Moms** and **Mentoring Youth** programs continue to transform children and mother's lives
- **Chore Service** keeps the elderly and disabled safe in their homes
- **Bergen LEADS** and **Teen LEADS** continue developing future community leaders
- **All Wrapped Up** ensures those most in need have a happy holiday season
- Capacity building ensures that other agencies will have a stronger ability to aid our community

How to create a Fundraising Page for Bergen's Amazing Race

1. Go to [Crowdrise.com](https://www.crowdrise.com)
2. Click on **Find an Event**
  - a. Type "Bergen's Amazing Race"
  - b. Click Select
3. On the right hand side select **Set Up**

- a. The first time you sign up you want to select **Start a Fundraiser** (if a team mate wants a separate fundraising page they would select **Join a Team**, we recommend one fundraising page per team)
4. Create your **Fundraiser Title** – this is your **Team Name**
5. **Set Your Goal** - reminder each team must raise a minimum of \$250, and you get a head start in the race if you raise over \$250, so set your goal wisely!
6. Tell your donors **why you are raising money**, ie: To support the good work of the Bergen Volunteer Center.
7. **Click Submit**
8. Fill out **Name and email** or use your Facebook account and click **Sign UP**

Congratulations! You are now raising money for the Bergen Volunteer Center!

Next step, send out your fundraising page to your friends and family!

1. Click **Go To Fundraiser**
2. You can now Share on your Twitter page or Facebook
3. You can also edit your page by clicking the tabs at the top **Edit Fundraiser**, this allows you to tell people more about your team and upload more pictures or video
4. By clicking on **Manage Campaign** in the tabs you can get a link to your page, send an email out to friends, family or co-workers, and see your most recent donations. Here is also where you can record offline donations and THANK YOUR DONORS.
5. On your home screen of your Fundraiser page you can **send an update** to your donors, let them know how you're doing, and don't forget to THANK THEM for donating.

If you have any questions contact Melissa at 201-489-9454, ext. 206 or Beanne at 201-489-9454, ext. 202.



## **Tips on how to maximize your fundraising efforts:**

### **1. Ask, ask, and ask**

Once you have created your fundraising webpage CrowdRise, send an email to everyone in your email address book. Include why it is important to you to support our cause!

Remember you are speaking on behalf of those who we serve at Volunteer Center – at-risk-youth, overwhelmed mothers, disabled and seniors living by themselves, emerging leaders, and volunteers.

People want to help those in need, and you are giving them an opportunity to contribute to such an important cause. If you limit those who you ask, you limit the amount you will raise.

Ask one person per day to donate to your team. Your friends, family, co-workers, schoolmates, neighbors and other contacts are potential supporters. The donation amount is not as important as the number of people that you ask.

### **2. Make your page personal**

Add a photo of your team and explain why you are competing in Bergen's Amazing Race and raising funds to support Bergen Volunteer Center. If you have a story to tell about us and how we have helped you or your loved one, here is the place to share it. If you don't have a story yet, well, you will soon create one after participating at the event!

### **3. How to get that first donation**

Asking for that first donation can sometimes be difficult especially if you've never done it before. A good starting point would be to ask those closest to you (i.e. immediate family and closest best friends). From there work on your second closest circle (i.e. extended family, relatives, close colleagues) and then the third closest circle (i.e. restaurants you eat at regularly, stores you shop, salons, people you do business with). Any connections are good connections. Try to ask your most generous supporters first.

Another good way is by donating to yourself. This shows others that you are committed to the cause, and will encourage them to do the same.

#### **4. Promote yourself**

Don't underestimate the power of social media. Share your story through Facebook, Instagram, Snapchat, Twitter, Pinterest, YouTube, etc. and tell your audience why you are taking part in Bergen's Amazing Race.

Email is also another way you can spread the word. Include a hyperlink directly to your fundraising page so it would be easier for your supporters to make a donation.

#### **5. Set a target**

Set a realistic fundraising target so you and your supporters can see how you are progressing. A target of \$250, *which is the mandatory fundraising amount*, is easy to achieve. When you reach your target, aim for a new one. The individual who raises the most funds will be publicly recognized in the award presentation at the end of the event and will also receive a special gift!

#### **6. See if your company can get involved**

If your workplace supports community outreach then this might be something that they could do. Ask them if they could match the funds that you raise. Also see if your workplace will include something in their weekly newsletter, intranet page or social club meeting. This is a great way for companies to support a socially responsible event.

#### **7. Thank your supporters**

The most important part of fundraising is thanking those who have supported you and donated to your cause. Make sure to let them know how much it means to you that they are jumping on board to support your participation at Bergen's Amazing Race.