Does your student club or organization want to help raise funds for the SUNY Cortland Community Bike Project, check out this fundraising tool kit for ideas!
WHY RAISE FUNDS FOR THE SUNY CORTLAND COMMUNITY BIKE PROJECT?

- Raise awareness about the Community Bike Project and the purpose
- Get more students, staff, and faculty choosing bicycles as a mode of transportation while on campus
- Provide alternative and sustainable transportation services to the campus community

WHO IS THE COMMUNITY BIKE PROJECT?

- CBP is an integral part of SUNY Cortland’s campus and a key part of campus’ move towards sustainability movement.
- There are ____ levels of bikes available:
  - Yellow Bike – Our free bikes that can be checked out on a weekly basis.
  - Hand Bike – This hand bike is available to the SUNY Cortland communities who have a functional difference in mobility.
  - Rental Bikes – The campus community is welcome to rent a bicycle for a semester.
  - 3-Wheel Green Hauler – These bikes are available to clubs and departments to buy.
  - Dragon bikes – Our group riding fleet is available to student clubs, teams, and other groups who want to go for a leisurely ride.

GET STARTED!

- Identify a person or create a committee that will organize and run your fundraising event.
- Brainstorm fundraising ideas or strategies and choose the best based on your resources, time, number of people, and relevance.
- Set clear goals of how much you hope to raise.
- Prepare a budget on how much you can spend and the exact resources you will need.
- Determine your target sponsors, how you will get in contact with them, and how you will go about advertising your fundraiser or event.
- Establish a timetable: Start with the date of your event and work backward. Be sure to include any spending deadlines in your timeline

FUNDRAISING IDEAS

- Bike-A-Thons
- Bike Rides
- Bike Scavenger Hunts
- Gift Pledges
- Candy Sales
- Be Creative!

http://www2.cortland.edu/about/sustainability/community-bikes/
TIPS FOR RUNNING A SUCCESSFUL FUNDRAISER!
Along with event fundraising, asking for donations is another popular way of reaching goals for certain organizations. For the CBP fundraiser, there are several places that may be helpful to ask for donations.

These include:

- Local businesses and the community- (the C in CBP stands for Community!) The Cortland campus and the surrounding community play a large role in our organization and support us in many ways).
- Bicycle oriented businesses- because CBP views the use of bicycles as beneficial, pitching the idea for donations can be an attractive way to get the business’ name out there! (Note: The CBP works closely with Action Sports in Cortland. They are already working closely with us. Please see our website for a list of community members who are already supporting the CBP).

General Tips
- When calling or writing a letter, always get the person’s name and correct spelling. When leaving a message on voice mail, clearly state your name and phone number as well as the reason for your call, speak slowly.
- Be prepared with information:
  - When/where is the event or activity?
  - How much does it cost/how much money do you need?
  - How will you benefit from participating in the event or activity?
  - How does the sponsor and/or community benefit from this event or activity?
  - Invite your sponsor to attend the event or activity.
  - When the event or activity is completed, visit your sponsors, or host a sponsor appreciation night so that you can thank them, show them photos from the event or activity and let them share in the experience

Telephone Tips
- Have all of your information in front of you as well as a pen and paper handy.
- Have a clear idea of what you are asking for and why it is needed.
- Don’t worry about rejection. The worst that will happen is that they will not be able to help you at this time.
- Find a quiet place and time to call. Consider whether or not it is a good time for the person you are calling.
- Know who you want to speak to, if you don’t have a name ask for a Manager or Owner.
- Introduce yourself, speak slowly and mention who and what you are representing.
- Ask if the person has a couple of minutes to speak with you. If not, ask for an appropriate time to call back.
- State the reason for your call. Be brief and to the point. Take notes; Listen carefully.
- Ask if they have any questions.
- Thank them for their time and consideration.

Must Have Materials
- Information Sheets
- Donation Forms
- Event Flyers
- Thank You Letters