

**Team**  
*Johnson & Johnson*

**Recruiting Riders  
*and*  
Raising Funds**



***Let's Ride!***



# Recruiting Riders

- Find prospective riders
  - Office
  - Neighborhood
  - Gym
  - Bike shop
  - Place of worship
  - Family
  - Friends
  - Other??



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# Recruiting Riders

- Positioning
  - Emphasize cause and ADA mission
  - Anyone can do it! Great family event.
  - Many riding options
    - 25k(<16 miles), 60k, 100k
    - Ride your own tour option
  - Incentives for riders
    - Commemorative wrist band
    - Team J&J jersey
    - Special thank you gifts
    - Each rider recruited = \$25 ADA incentive dollars.



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# Recruiting Riders

- Promotional Ideas
  - Create web site
  - Encourage prospective riders to join your team.
  - Ask your boss for support
  - Lunch and learn w/ADA rep
  - Put sign up poster in:
    - Work area
    - Community
    - Place of worship
    - Other?
  - E-mail broadcast
  - Talk it up - generate buzz
  - Wear your wrist band
  - Provide brochures

# Raising Funds

- 5 step approach
  1. Review the facts on diabetes and about ADA's important work in diabetes.
  2. Identify your prospective sponsors
    - Develop a list and draft your appeal.
  3. Reach out to sponsors. Make your fundraising appeals – in person, via letter, or via email.
  4. Collect donations and turn in on the day of the event with completed matching gift forms.
  5. Enjoy your Thank You Gifts
- Reference your ADA fundraising guide



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# Raising Funds

- Promotional Ideas
- Create your web site with ADA.
  - E-mail link to your prospective sponsors.
- Publicize your efforts:
  - Brochures
  - Posters
  - Hang your jersey in your work place.
- Conduct your own fund-raising events.
  - Sell wrist bands for \$5.
  - Sell Tour de Cure Pin Ups.
  - Consider setting a minimum of at least \$25 or more.



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# Raising Funds

- The Nevers
  - Never limit whom you ask.
  - Never forget to ask if your sponsor's company has a matching gifts program.
  - Never undersell yourself. If sponsor is unable to contribute the amount you suggest, let them suggest a different amount.



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# Matching Gifts

- J&J matches \$2 for every \$1.
- Have each LFS employee sponsor complete the matching gift form for donations of \$25 or more.
- Use matching gift form with ADA information already filled in.
- Sponsor must sign.
- Record matching gift funds on your web site.
- Turn in original on tour day.



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