



World Bicycle Relief

Fundraising Events Toolkit





Thank you for your interest in holding a special event to benefit World Bicycle Relief!

We're thrilled to have your support to empower individuals with life-changing bicycles. This guide will help you structure a successful fundraiser in compliance with World Bicycle Relief brand guidelines and requirements. Please review the following information carefully.

If you have any questions, please reach out to fundraise@worldbicyclerelief.org and thank you, again!

1. [Resources](#)
2. [Event Ideas](#)
3. [How to Build Your Own Community Ride](#)
4. [Event Support](#)
5. [Logistics](#)
6. [Fundraising 101](#)
7. [Brand Guidelines](#)
8. [World Bicycle Relief Messaging](#)

World Bicycle Relief Resources



- [Fundraising Toolkit](#)
- [Logos](#)
- [Images](#)
- [Videos](#)
- [Website](#)

Social Media Handles

- Facebook: [World Bicycle Relief](#)
- Instagram: [@worldbicyclerelief](#)
- Twitter: [@powerofbicycles](#)
- LinkedIn: [World Bicycle Relief](#)

Hashtags

#PowerofBicycles #WorldBicycleRelief #BuffaloBicycles

Event Ideas



Community Bike Ride: Organize a ride for World Bicycle Relief. Check [HERE](#) for more tips if you're looking to plan your own ride!

Golf or Tennis Tournament: Factor a donation into your signup or registration fees. You can also sell sponsorships and/or hold a raffle to raise more funds.

Cocktail Party: Throw a cocktail party in your home, at a local restaurant or bar. Ask your friends to donate the cost of the evening, include a collection box for gifts or build a donation into the cost of the evening. Include a raffle or auction to increase revenue.

Wine Tasting: Ask a wine company to donate wine as well as send a representative to discuss their products. Charge an admission fee that will be donated. If food is included, you can increase the requested donation.

Silent Auction: Secure items to auction off and, if possible, display all items at your event.

Sales: Organize a bake sale, garage sale, cookbook sale (with recipes from your coworkers), candy sale, flower sale, office furniture sale, book sale, etc., and donate the proceeds to World Bicycle Relief. Or create products to sell with a donation to your fundraising campaign.

School Fundraiser: Kids love to help! Have fun with your students while teaching them about the meaning of philanthropy with anything from a coin drive to a read-a-thon. Be creative! We'd love to hear about your school fundraiser ideas and stories.

Trivia Night: This is a fun way to raise funds while increasing awareness about the Power of Bicycles. Host your trivia night at your home or a local establishment, with proceeds from entry benefiting World Bicycle Relief.



How To Build Your Own Community Ride



1. **Choose your location.** Find a convenient location for your event. Some events that use public space may require a permit. Depending on the size of your group and where you're hoping to meet, you may need special permission or to submit necessary permits and coordinate municipalities to lock down the details of the event. Keep a back-up location in mind if your first choice is denied.
2. **Plan the route.** Consider the skill level and size of your group. Take advantage of bikeways and roads with bike lanes, or generally slower, more manageable traffic patterns. It's important to be aware of traffic patterns along the route for that specific day of the week and time of day.

For a road ride, determine a set of distance options for riders. Typically, options between 10-, 25- and 50-mile routes will satisfy most charity cyclists. If you're feeling adventurous, include a 75- or 100-mile route. Use the longest route as the "base" for all other distances; for shorter distances, determine turnaround points. Develop a turn-by-turn cue-sheet.

Establish rest areas every 10 miles for a road event and every 3 miles for a mountain bike event. Remind your team members to bring food and water with them—or arrange for volunteers to help with additional food and water at each rest stop. Tip: Make sure each rest stop has a bathroom available!

3. **Share Information.** Make sure participants know the skill level required for the ride, the meeting place, start times, the route, and any pertinent details about the ride's destination.

Please be sure to keep basic bike safety in mind and consider adding a waiver. Here are some additional resources to help:

[Customize Your Route with Strava](#) | [COVID-19 Cycling Safety](#) | [Rules of the Road](#)

Event Support

We appreciate the hard work that goes into your fundraising efforts and understand you may require some support or resources from World Bicycle Relief to make your event a success. Below is a list of resources available based on your expected donation level.

All events, regardless of size and donation level, will receive:

- World Bicycle Relief fundraising kit containing fact sheets, stickers, banners, and more
- Online fundraising page (allows you to raise funds online with a customized page)
- Featured Buffalo Bicycle recipient story
- WBR “to benefit” logo for use and brand guidelines
- Template for a thank you letter

Additional support for milestone fundraising goals:

	\$5,000	\$15,000	\$50,000
Spotlight in WBR social media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event listed in WBR online calendar. If desired, please provide the URL for your event website and a brief description for the listing to your WBR contact.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dedicated WBR staff support		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Branded fundraising campaign		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
WBR assistance with creation of swag or giveaways (ie. t-shirt, jersey, partner ‘banner’, etc)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
WBR representative will attend your event if desired. A request form for this will be sent to you. Requests must be received at least 4 weeks in advance.			<input checked="" type="checkbox"/>

Logistics



Organizer Responsibilities

You, the event organizer, will be responsible for planning and obtaining support for your fundraiser from inception to the day the check or donation is issued to WBR. It is your job to develop logistics and acquire the venue, sponsors, publicity, prizes, entertainment and staff that are necessary for a successful event, including its fundraising aspects. Please note we are unable to provide Buffalo Bicycles for any external special event.

Fundraising Goal

We appreciate the hard work that goes into your fundraising efforts, and we strive to provide the support and resources needed to make your event a success. However, because of our limited resources, it is our goal that each external event will raise a minimum of \$1,000. We are happy to discuss and assist with fundraising efforts at any donation level. Establishing levels enables our staff to set priorities for fundraising efforts and allocate resources to those parties who are willing to undertake the time and commitment required to organize, manage and execute a successful fundraiser.

Sponsorships

If you are planning to solicit companies or organizations for donations or sponsors for your event, please provide us with a list of those you plan to approach prior to doing so as we may already have an established relationship. It is not our desire to limit your plans, but to protect relationships with those who give directly to the organization on a regular basis. As there are companies who already provide great support to our organization, we must be careful about duplicating efforts and avoid having many people ask the same groups for donations on our behalf.

Planning a larger fundraiser? Consider the following tips:

1. Form a planning committee. Bringing together a group of enthusiastic and dedicated people who share an interest in raising money for a great cause will increase the probability of a successful event.
2. Brainstorm. Gather members of your planning committee to brainstorm ideas for your fundraiser. Give free rein to your imagination — several heads are better than one! The more people that participate now, the more committed they'll be later.
3. Choose the “right” event. The type of event you choose should fit the size, interests, talents, goals and time availability of your planning committee.
4. Identify your target audience. Consider who is most likely to attend and support the type of event you have selected.
5. Develop a budget. Try to identify all the expenses involved with your event (invitations, venue, signage, food and catering, promotional materials, website, advertising, etc.). Then think about possible sources of funds, and people and companies who may be able to donate products (food, equipment) or services (like design, printing, photography) to reduce your costs. We encourage you to maintain fundraising costs at 20% of your budget.
6. Develop an event timeline. A timeline is important in planning a publicity strategy for your event.
7. Schedule the event. Select a time that is appropriate and convenient for those who will be attending. Be sure to check local community calendars for conflicting events.
8. Collect all funds. We ask that all event proceeds designated for WBR be forwarded to the WBR within 30 days following the conclusion of your event.
9. Say thank you! Sending thank-you letters, notes or emails to everyone who participated in or supported your event shows your appreciation and reinforces their goodwill about supporting WBR.

Fundraising 101

1. **Set a Fundraising Goal.** Set a fundraising goal on your profile page. Your friends will be more likely to sponsor you if they know you have a personal goal...and they'll want to help you achieve it. The higher your fundraising goal, the more support you'll receive from your friends, family and colleagues.
2. **Customize Your Profile Page.** Make it personal! Customize your profile page to make it your own. Tell your story, upload your photo and keep your sponsors updated throughout your challenge to share your journey to empower women and girls with bicycles!
3. **Make the Ask.** Ask everyone you know to support your efforts to empower women and girls! You never know who will sponsor you, and donations can come from the most unlikely places. Share your personal story and the goal you hope to achieve, and then let people make their own decision to sponsor you. *If you never ask for support, how will people know to support you?*
4. **Send an Email.** Email your friends, family and work colleagues to tell them about your personal fundraising goal! *Not sure what to write?* We have pre-written email text for you to use—just add your personal details before sending it out.
5. **Get Social!** Social media is the perfect channel with which to communicate your goal, update your friends and ask for support. Here are some simple ways to use social media for your fundraising efforts:
 - a. Customize your profile. Upload your very own personalized profile pic and timeline image to tell everyone about World Bicycle Relief! Share the link to your fundraising page in your profile bio.
 - b. Post regular status updates. Post weekly updates to communicate your personal progress to your friends and family.
 - c. Send a personal message. Send a personal message to ask specific friends for their support - there's a good chance they would have already seen your status updates but it's nice to be personally asked!
6. **Put Up a Poster.** at your school, workplace, cycling club or local coffee shop! Let everyone know about your goal to help empower women and girls with life-changing bicycles!

Brand Guidelines

World Bicycle Relief has set guidelines in place protecting our brand, logo and intellectual property.

We appreciate the full cooperation of our fundraisers to help enforce these guidelines.

Use of World Bicycle Relief Name

Grassroots Fundraisers and supporters are permitted to use the World Bicycle Relief name in promotional materials, signs, and websites. The World Bicycle Relief name may not be used to imply a partnership, sponsorship or endorsement of any event, group or fundraiser. If tickets, services or goods of any kind are being sold that will benefit World Bicycle Relief, fundraisers should clearly state the percentage of purchase price or the exact amount that will be donated. You may say that “XX% of the proceeds from this sale will benefit World Bicycle Relief, a non-profit organization providing access to independence and livelihood through The Power of Bicycles.” The World Bicycle Relief name should not be put in greater prominence on any promotional materials or website than the name of the fundraising event or campaign.

Use of World Bicycle Relief Logo

The use of the official World Bicycle Relief logo is prohibited outside of official corporate partnerships. Grassroots Fundraisers and supporters are granted a non-exclusive right to use the “[To Benefit World Bicycle Relief logo](#)” in promotional materials directly related to their fundraising event. When used online, the “To Benefit World Bicycle Relief logo” should directly link to the front page of worldbicyclerelief.org or directly to the worldbicyclerelief.org URL of the fundraising campaign. The “To Benefit World Bicycle Relief logo” should never be put in greater prominence on any promotional materials or website than the name of the fundraising event or campaign.

Use of World Bicycle Relief Images & Videos

World Bicycle Relief images are owned by World Bicycle Relief or our photographers. Fundraisers and supporters are granted a non-exclusive right to use only these [photos, images](#) and [videos](#) on promotional materials and websites directly related to their fundraising campaign. No other World Bicycle Relief images may be used by Grassroots Fundraisers or supporters.

Appropriate use

World Bicycle Relief does not allow our name to be associated with any website, event, or promotion that is obscene, pornographic, violent, intolerant or tasteless. World Bicycle Relief reserves the right to refuse the use of the World Bicycle Relief name or marks at any time.

World Bicycle Relief Messaging

What is World Bicycle Relief?

World Bicycle Relief is a catalyst for change, helping people in need realize their goals by providing access to education, markets, health facilities and vital services with the tool they need to thrive. Equipped with a purpose-designed Buffalo Bicycle from World Bicycle Relief, students, health workers and entrepreneurs in developing regions create opportunities for themselves, their families and entire communities.

Mission

World Bicycle Relief (“WBR”) mobilizes people through The Power of Bicycles. WBR’s mission is to create access to education, healthcare, and economic opportunities in developing regions of the world where distance is a challenge.

Why bicycles?

The lack of efficient, reliable transportation adversely affects economic and social development in regions where distance is a barrier. Bicycles are a simple mode of transportation that are essential to creating long-term sustainable change in developing regions around the world. When compared to walking, bicycle riders can carry five times as much cargo in just a quarter of the time. A high-quality bicycle in a developing rural area is a powerful, cross-cutting intervention that immediately improves livelihoods and educational and healthcare outcomes.

What is a Buffalo Bicycle?

The Buffalo Bicycle isn’t your typical bike. While most of the world’s bicycles are lightweight, complex and made for recreation, the Buffalo Bicycle was created specifically to withstand the rugged terrain and harsh climate conditions of the regions in which we work. The rear rack’s capacity of 100 kgs allows the rider to carry heavy loads to market or even another rider to school.

Women and girls

Throughout developing regions, women and girls face cultural obstacles that limit their access to quality education, well-paid employment, quality reproductive healthcare, and property rights. That’s why **World Bicycle Relief aims to direct 70% of program bicycles to women and girls**. With access to bicycles, they can unlock their potential.

Additional Resources: [Website](#) | [Video Library](#) | [Our Latest Impact](#)

THANK YOU!

