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## ICYCLE BACKGROUND

Started in 2007 as a way to raise funds and awareness for HomeStart's work to end and prevent homelessness, iCycle became Boston's only outdoor all-day spin-a-thon fundraiser. HomeStart wanted this event to be outdoors to provide an opportunity for people to experience what it must be like to not have a home in Boston's winter while at the same time doing something productive to help the cause.





## 2020 EVENT OVERVIEW

- WHEN:** Thursday & Friday, February 27 & 28, 2020  
Teams & individual riders spin for a one-hour class beginning on the hour throughout both days.
- WHERE:** Thursday, Feb 27 - **Plaza outside One International Place**  
(100 Oliver St, Boston, MA 02110)  
Friday, Feb 28 - **Plaza outside Kendall Center**  
(Kendall Square, Cambridge, MA 02142)
- WHO:** Hundreds of spinners & spectators! Join as a team captain, member of a team or individual rider to participate.
- HOW:** Visit [www.homestart.org/icycle](http://www.homestart.org/icycle) to register!







## WHY RIDE?



### Betsy Boggia

*Fairway Independent Mortgage*

Betsy first got involved with ICycle in 2015 –because it is important for her to be able to prevent homelessness while also doing something she loves! She explains, “It is because of ICycle that I discovered spinning – which I love and continue to do regularly!”

### Martin Parquette

*Morgan Stanley*

Martin has been involved in HomeStart since the very first event. Not only does he help coordinate the Morgan Stanley team, but he also arrives at 5am to the event each year to DJ the music for each hour of spinning!



### E. J. Peredetto

*FHLBank Boston*

E.J. loves ICycle because it is the one team-building event which gets everyone outdoors in the Winter to raise money for a worthwhile cause.





## Join ICycle: How to Sign Up

### Join A Team

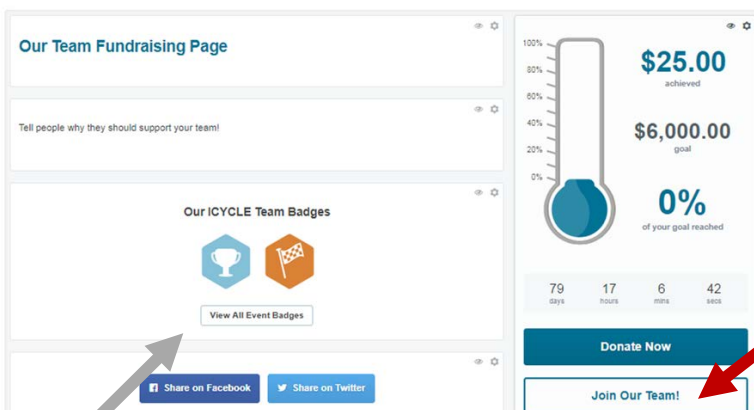
Create a team with three or more registered riders and meet the fundraising minimum of \$350 per rider to secure bikes in the same time-slot together.

### Ride for a Corporate-Sponsored Team

Corporate organizations can also sponsor a team and reserve bikes for their riders at a time-slot together.

### Ride as an Individual

Sign up as an Individual and we will let you know what times there are available bikes to ride with others.



ABOVE: Sample Team Page of Fairway Independent Mortgage

- 1) Each team member will set up a personal fundraising page (which will be linked to their Team's Page).
- 2) From your Team page, participants can click the "Join our Team" button and register themselves as a team member connected to your Team page.

*Earn badges for your team by completing your profile and raising money. All money raised by individuals on a team will count towards their team's total – follow your team's progress from the thermometer on the Team page!*

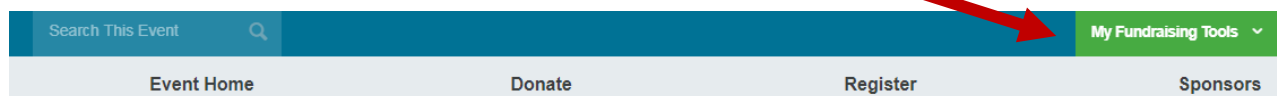


## FUNDRAISING: *Getting Set Up*

### 1. Personalize your individual and team pages

Take these steps to help illustrate why donors should donate to you and the cause!

After logging into your QGIV page, select the “My Fundraising Tools” drop-down at the top.



### 2. Set a fundraising goal

[My Fundraising Tools Drop-down](#) >> [Fundraising Dashboard](#) >> [Update My Goal](#)

By setting a specific fundraising goal, you not only create more urgency when you ask friends and family for support but also heighten motivation for why someone should give (people are much more likely to want to help you reach a specific goal).

It helps to connect this goal with a tangible outcome of what their money could do:

- The average rental assistance payment through HomeStart’s Prevention Program is \$700 which helps prevent a family or individual from being evicted.
- It costs \$1,030 to move a family out of a shelter and into a permanent home

### 3. Add a profile picture

[My Fundraising Tools Drop-down](#) >> [Edit My Page](#) >> [Change Profile Image](#)

### 4. Write a short narrative of why you ride

[My Fundraising Tools Drop-down](#) >> [Edit My Page](#) >> [Settings Cog](#) next in “Story” section

If you can explain why HomeStart’s mission is important to you, it is much easier for it to become important to the people who will donate to you.

How did you get involved in ICycle?

How long have you been participating/How did your team get created?



## FUNDRAISING: *The Ask*

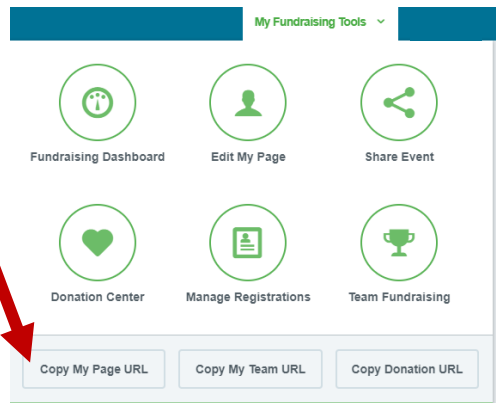
*Your fundraising dollars are making a difference to end homelessness.*

*“For more than 85% of charitable donations, people gave because someone asked them to.”*

### Copy your Page URL

[My Fundraising Tools Drop-down >>](#)  
[Copy My Page URL](#)

This is the specific link you can share with your friends and family in emails or social media posts to direct donors to your site.



### Ask Everyone for Support!

**Make a list of people to ask-** your fundraising network is bigger than you think - include friends, family, colleagues, professionals (your dog walker, your dentist's office, your hairdresser, etc.)

**Send individual fundraising emails-** Use HomeStart's sample email templates accessible through QGIV, or on the following page, to start your draft, then add personal information!

[My Fundraising Tools Drop-down >> Fundraising Dashboard >> \(Get the Word Out\) Send a Fundraising Email](#)



**Follow Up -** Don't let people off the hook with just one email - be sure to follow up with reminders (once a week?/every other week?) that you're still raising money and need their help! Also follow-up with a thank you for those who donate - they are likely to remember this appreciation when you ask them again next year!

**Double Your Impact by Identifying Potential Matching Gifts -** Many people's companies/organizations offer matching gifts - make sure to mention in your email that this is an option!

**Share your Participation with your Social Media networks**

[My Fundraising Tools Drop-down >> Share Event](#)



## FUNDRAISING: *The Ask (Sample Email)*

**Copy & Paste this email to personalize & send to your networks as soon as you register for the event!**

Hello [NAME OF DONOR]

With its biting winds and blizzards, February is a rough month for everyone in New England. Can you imagine what it would be like to be homeless in those conditions?!

At the end of February I will be cycling on a spin-bike, outdoors in the middle of winter, to raise money for individuals and families experiencing homelessness in Boston. It will be a reminder that spending just one hour out in the cold, rain, or snow is nothing compared to living without the comfort and safety of a home.

[INSERT PERSONAL STORY - WHY THIS CAUSE IS IMPORTANT TO YOU]

Help me reach my goal of [YOUR INDIVIDUAL FUNDRAISING GOAL] by making a donation to my page here [YOUR FUNDRAISING PAGE LINK] - where all proceeds will benefit HomeStart, Inc., a nonprofit committed to ending and preventing homelessness in Greater Boston. (It costs HomeStart \$700 to prevent a family from homelessness & \$1,030 to move a family out of a shelter and into a permanent home. So for every \$1,030.00 we raise, you will be part of the reason a family is no longer homeless!)

Last year approximately 300 riders raised over \$200,000.00, which made a tremendous impact in the lives of those HomeStart serves.

Click here to support my ride [YOUR FUNDRAISING PAGE LINK]. [INSERT ANY ADDITIONAL INFO]

I really appreciate your support!

[YOUR NAME]

For more information about HomeStart, visit [www.homestart.org](http://www.homestart.org).



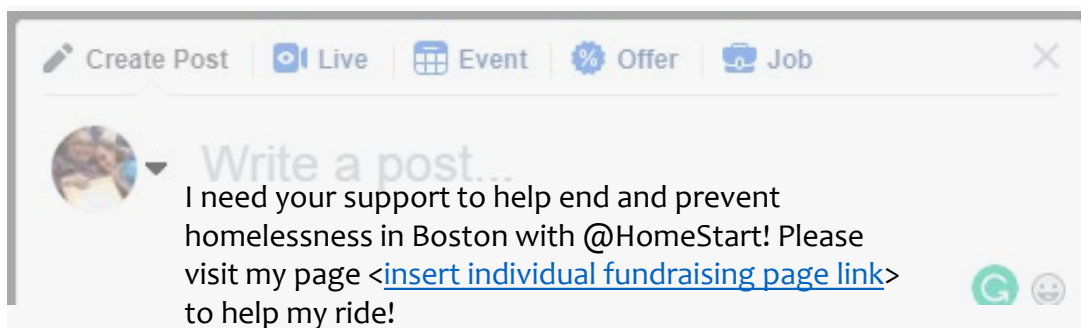


## FUNDRAISING: *The Ask (Sample Posts)*

**Copy & Paste this sample Social Media post to let your networks know you're fundraising!**



From your QGIV fundraising page, you can also click “Share Event” to publish your fundraising page directly onto Facebook or Twitter!



Copy and paste this image to attach to your post(s):



Use this donation badge at the bottom of your email signature and link your fundraising page!





## FUNDRAISING: *The Ask (Sample Follow-up Email)*

**Send a follow-up email to people who don't respond after one week of your initial email - Be polite, persistent, and enthusiastic!**

Hello [NAME OF DONOR]

You might have missed my previous email about my upcoming ICycle ride, however, there's still time to help me reach my goal! I am trying to raise [INDIVIDUAL FUNDRAISING GOAL] to help HomeStart end and prevent homelessness right here in Boston.

At the end of February I will be cycling on a spin-bike, outdoors in the middle of winter, to raise money for individuals and families experiencing homelessness in Boston. It will be a reminder that spending just one hour out in the cold, rain, or snow is nothing compared to living without the comfort and safety of a home.

Please help me reach my goal by donating what you can here [YOUR FUNDRAISING PAGE LINK] and be assured that \$0.89 of every dollar received goes directly to client services!

[INSERT ANY ADDITIONAL INFO]

Again, I really appreciate your support!

[YOUR NAME]

For more information about HomeStart, visit [www.homestart.org](http://www.homestart.org).



## FUNDRAISING: *The Ask (Sample Week-of-Event Email)*

**Use the week of the event to send out one final push by email and through social media!**

Hello [NAME OF DONOR]

This is it – I will be spinning outdoors on [Thursday OR Friday] of this week for HomeStart and I am so excited!

While I may be cold during this hour, it will be a wonderful reminder that spending just one hour out in the cold, rain, or snow is nothing compared to living without the comfort and safety of a home.

I am only \_\_\_\_\_ dollars away from reaching my goal of [YOUR INDIVIDUAL FUNDRAISING GOAL], so any last-minute donations can help end and prevent homelessness in Boston!

Please consider making a tax-deductible donation to support my ride by clicking here [YOUR FUNDRAISING PAGE LINK].

Thanks again and I will keep you updated how it goes on Thursday!

[YOUR NAME]

For more information about HomeStart, visit [www.homestart.org](http://www.homestart.org).



## FUNDRAISING: *More Ideas*

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### 1. **Make your birthday matter for more than one day.**

Celebrate your birthday by asking for donations instead of traditional gifts. Facebook even has an easy birthday fundraiser function! Or celebrate **any** special event or achievement by asking for donations...your friends and family not only get to support you for your special occasion by they also get to feel good about donating to a good cause!

### 2. **Honor someone special.**

If you have a specific personal connection to ICycle, HomeStart, or homelessness in general, recognize this person by fundraising in their honor (or memory) - this is an amazing way to let everyone know how much they mean to you.

### 3. **Set a personal challenge.**

Grow a beard, take a polar plunge, commit to take a spin class every weekend, or drink an additional glass of water each day until February 15th - put your New Year's resolutions on the map by connecting them to your fundraising - as people follow along with your progress, they'll be inclined to support all of your goals!

### 4. **Host a party.**

Have fun and do good at the same time! Get your buddies together for a meal or a coffee and use this as an opportunity to let them know about your dedication to ICycle - ask for donations at the door!

### 5. **Swap donations.**

Support a friend or family member with their own walk/run/ride you've been meaning to support in exchange for their donation to your ICycle ride.

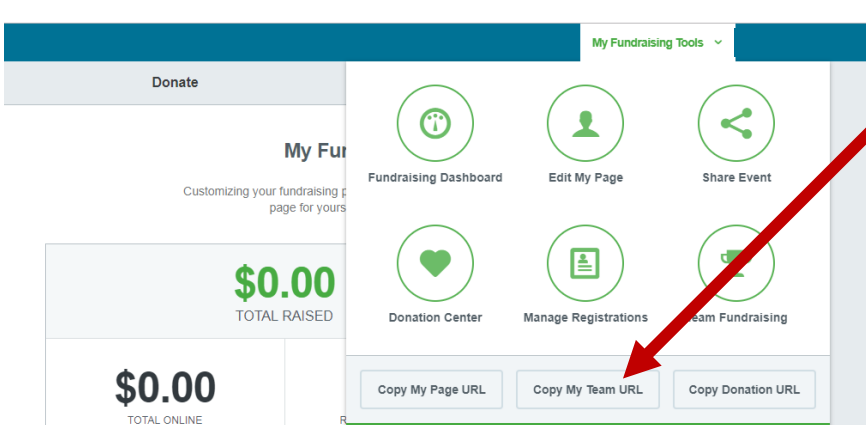




## RECRUITMENT: *Getting Others to Join Your Team*

**One additional step you can take to help ICycle be successful is to recruit your friends, coworkers, and/or family members to ride with you. (This will also make it more fun for you!)**

1. If you are on a team, find your Team's URL to share by selecting the green "My Fundraising Tools" drop-down at the top of your Fundraising page (while logged in) and you will see an option to "Copy My Team URL"



2. Now use this specific URL to send to people who might want to join your team -their fundraising pages will subsequently be connected to your team!
3. The following two pages are additional resources to help you recruit others including a flyer you can post in your office or neighborhood and a sign-up sheet to get people's information who are interested



Ending the Cycle of Homelessness

Thursday, February 27, 2020

The plaza of One International Place in Boston's Financial District

Friday, February 28, 2020

The plaza of Kendall Center in Cambridge's Kendall Square

*Boston's only all-day outdoor cycling/spinning fundraiser – Over two days and two locations, teams ride for one-hour classes under a tent with certified spin-instructors.*





**OUR DATE:**

*Circle Your Team's Riding Date*

**Thursday, February 27, 2020**

One International Place – Boston, MA

**Friday, February 28, 2020**

Kendall Center Plaza – Cambridge, MA

**OUR TIME:**

*Write your team's specific time here*

**NAME**

**EMAIL ADDRESS**

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