



JOURNEY OF HOPE SAMPLE FUNDRAISING PLAN

This plan outlines a timeline and strategies to help you \$7,500 in seven months, starting in November and ending in May. It's designed to leverage seasonal giving patterns, storytelling and community engagement to maximize donations. Use it as a guide to create your own plan, adjusting dates based on when you joined the team.

Tips for success

- **Start early:** Begin fundraising as soon as you join the team.
- **Tell your story:** Share why you're participating and how donations help people with disabilities.
- **Diversify your approach:** Combine personal asks, social media, events and local partnerships.
- **Communicate consistently:** Regularly thank donors, share milestones and keep your donor base engaged.

PHASE 1 NOVEMBER AND DECEMBER YEAR-END GIVING

Goal: \$2,500

Strategies

1. **Launch your fundraising page** (*within the first 10 days*)
 - Upload a clear profile photo and write a compelling story.
 - End with a strong call-to-action: "Your gift today helps me support people with disabilities across the country."
2. **Announce your acceptance to the team**
 - Post on social media (Instagram, LinkedIn, Facebook, TikTok).
 - Include your fundraising link in your Instagram bio and LinkedIn profile.
3. **Holiday appeals**
 - Send personal emails and hand-signed letters to family, friends and close contacts.
 - Emphasize tax-deductible giving before December 31.
 - Sample ask: "Instead of a holiday gift this year, would you support my Journey of Hope goal?"
4. **Leverage Giving Tuesday**
 - Post photos, training updates or videos of why you ride.
 - Share a fundraising challenge: "If 20 people give \$25 today, I'll hit my Giving Tuesday goal!"

PHASE 2

JANUARY AND FEBRUARY

NEW YEAR, LEVERAGE TRAINING

Cumulative Goal: \$5,000

Strategies

1. **New Year appeal**
 - Use messaging like: “Start 2026 by helping me change lives this summer.”
2. **Thank your December donors**
 - Send personalized thank-you messages to all previous donors.
3. **Set fundraising milestones**
 - Break down your remaining fundraising amount into smaller monthly or weekly milestones. Share with donors how close you are to your next target.
4. **Add fundraising to your training kickoff**
 - Ask donors to sponsor your training miles for the month. Can they donate \$0.10, \$0.25 or \$0.50 per mile for every mile you train in January or February?
5. **Valentine’s Day campaign**
 - Create a themed appeal: “Show Some Love This February”
 - Position it as a way for donors to express love, kindness or appreciation through a meaningful gift to your cause.
6. **Host a small fundraising event**
 - Organize a virtual or small in-person event (e.g., a “Share the Love” Valentine’s Day brunch, trivia night or coffee chat).
 - Schedule a percentage night at a local restaurant. Get chapter brothers to help promote on campus.

PHASE 3

MARCH AND APRIL

SPRING PUSH, OUTDOOR RIDING

Cumulative Goal: \$7,000

Strategies

1. **Mid-campaign donor update**
 - Send an email or social media update thanking donors and giving updates on your outdoor training and preparation.
 - Spring is often associated with renewal and growth. Encourage donors to “spring into action” and support your cause.

2. Spring Break outreach

- Be intentional with your time over break. Enjoy your Spring Break, but make sure to follow up with donors.
- If you are heading home for a few days, schedule meetings with family and friends to ask them for a donation in person.
- Send press releases to hometown media outlets to get interviews scheduled when you are home.
- Schedule a long training ride during break. You should be able to cover a minimum of 100 miles on consecutive days. Share this with your donors and ask them to support you during your challenge.

3. Route selection announcement

- Use your route selection as an opportunity to update your supporters
- Share cities you'll visit and invite donors to "sponsor a state" along your route.

PHASE 4

MAY

FINAL PUSH PREPARATION

Cumulative Goal: \$7,500

Strategies

1. Prepare for the final push

- Send a pre-final push email to build anticipation: "I'm almost there, but I need your help for the final stretch!"
- Engage top supporters, asking them to help spread the word and potentially make a second donation.

2. Countdown campaign

- Start a countdown for the last 30-60 days, showing how close you are.
- Highlight "\$100 days" or match challenges to create urgency.
- Share progress bars or visuals to show how close you are to hitting your \$7,500 goal.

3. Host a final event

- Organize a send-off event with your closest friends and family to celebrate the journey you're about to embark on. Ask for final donations!

4. This is just the beginning

- Make sure your donors realize you are starting your journey! Encourage them to follow you and the team on social media to see their donations at work.