

# FUNDRAISING BASICS



Benefiting



**Autism Science Foundation**  
searching. solving. sharing.

Wondering how you're going to complete the fundraising? Have you said to yourself, "Can't somebody just put it all on one page for me?" Well, here it is! Use this page and the checklists on the back to get you started with your fundraising strategy. If you want to learn more, call your rider coach for more information.

**1. Set Your Goals** — How much do you want to raise, and when would you like to be done? You are required to raise a minimum of \$500 (with at least \$350 by the day of the Ride), or \$250 if you are doing one of our family-friendly options, but how much do you think you can raise? \$1,000? \$5,000? Write it down on the back of this page. When do you want to be done? Write that down, too.

**2. Set the Bar High** — You've made a big commitment. You're putting a lot of energy into training and fundraising. Ask your friends to match your commitment. Shoot for the moon! Make a list of EVERYONE you know, consider what you think they could donate and ask for that amount. Remember, it's not for you — it's to help fund autism research. The awareness you raise is also incredibly important, so please tell everyone what you are doing.

**3. Develop a Strategy** — A well thought-out plan is the most important part of successful fundraising. (Sticking to it is number two). Call your coach to set up a consultation to create a detailed plan. Your coach will help you decide what fundraising tools will work best for you. A party? Letters? Email? Soliciting corporate donations? Asking in person? You'll probably want to do a combination of these. Your coach will help you strategize the most effective plan for you.

**4. Sharpen Your Tools** — Whether you are writing emails/letters, throwing a party, asking for corporate donations, or doing something completely different, successful fundraising is all in the details. For instance, asking for a \$500 donation from your brother — instead of asking for an unspecified donation — will get you a \$500 donation instead of \$20. Ask if his company matches charitable gifts and you can turn that \$500 into a \$1,000 donation. Again, contact your coach. She will be glad to take a look at your letters/emails, help you plan your fundraiser, brainstorm ideas, and help in whatever way you need.

**5. Close the Deal** — *Asking* for donations and *getting* donations can be two very different things. You need to close the deal. Always have your donation forms or something with the URL to your fundraising page with you. However, the key to receiving donations is to follow up. About half of the people you ask for donations will put your request in their "To Do" pile, where it will sit (and sit some more). Be ready with a reminder about three weeks after your initial request. A simple email, call or note will work magic.

**6. Incorporate Social Media** — Posting on social media is very effective for some things (reminders, updates and reaching people on the periphery of your social circle) and equally detrimental to others. People will donate more from a personal ask (be it an email, in-person ask or at a fundraising party) than they will clicking on a link in a post.

An important note: It is much harder to ask someone for a substantial donation if they already gave a small donation because they saw your link on social media. Hold off on social media fundraising until you have already asked everyone for donations, and then talk to your Rider Coach about how to maximize its potential and avoid pitfalls.

**7. Say Thank You** — It's only polite and your donors will be more likely to contribute again next time.

Those are the basics. The hardest and most important step is the first one. You can do it!

*Now, go call your coach at 212-989-1111 and let's get started!*

# FUNDRAISING WORKSHEETS

I want to raise \$ \_\_\_\_\_ no later than \_\_\_\_ / \_\_\_\_ / 2024.

## Create Your Personalized Timetable

Break your fundraising down into manageable tasks and schedule time to do them. Add these items to your personal calendar, whether on your computer, your iPhone, or an old-fashioned calendar.

\_\_\_\_ / \_\_\_\_ / \_\_\_\_ **Compile a list** of everyone you know. Note your possible major donors.

\_\_\_\_ / \_\_\_\_ / \_\_\_\_ **Schedule individual meetings** with major donors. Have a conversation with your coach to learn how to structure the meeting.

\_\_\_\_ / \_\_\_\_ / \_\_\_\_ **Schedule a house party** with your coach.\* Schedule the party at least six weeks in advance, if possible.

\_\_\_\_ / \_\_\_\_ / \_\_\_\_ **Draft email/letter.** Send it to your coach to review.

\_\_\_\_ / \_\_\_\_ / \_\_\_\_ **Send emails/letters.**

\_\_\_\_ / \_\_\_\_ / \_\_\_\_ **Send follow-up.**

\_\_\_\_ / \_\_\_\_ / \_\_\_\_ **Incorporate social media.** While it is not the most effective way of asking for a donation, it can be a useful tool for follow-up, thanking people and reaching a broader audience.

\_\_\_\_ / \_\_\_\_ / \_\_\_\_ **Send thank-you notes.**

\* Hold your house party before you send out your big mailing. The average party attendee donates five to six times more than the average letter respondent. Hold the party first, then send a letter or email to anyone who didn't attend.

## Checklist for Your Fundraising Email

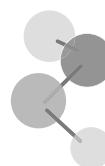
Your fundraising letter or email should include the following:

- What you're doing.** "I'm riding \_\_\_\_ miles to raise funds and awareness for autism research."
- Why you're doing it.** You will motivate donors when you tell them why this is important to you.
- Where the money goes.** Pick out one or two highlights of Autism Science Foundation's programs that speak to you.
- Ask for their support.** It is very powerful to say, "I need your help."
- How to donate.** Include a hyperlink to your personal donation page. People who prefer to donate by mail can download a form.
- Matching gifts are welcomed.**
- Donations are tax-deductible.**
- Donations can be made over time.** This increases the chances of receiving larger donations.
- Your personal deadline.** You want to create a sense of urgency so that the donors respond quickly.

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FOR AUTISM RESEARCH

212-989-1111  
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# TRAINING BASICS



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**Autism Science Foundation**  
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How do you train for an endurance bike ride? The answer is different for everybody, but here are some training basics to get you started. Use the worksheet on the reverse of this sheet to start planning. If you crave greater detail, have specific questions or want to hammer out a detailed training schedule, contact your rider coach, who will be happy to help you.

**1. How to Build Your Mileage** — In a word... gradually. Here are some tips to get you started:

- Find your “base mileage.” As soon as possible, get on your bike and see how far you can ride comfortably right now. This is your base mileage for your weekly long ride.
- Every one to two weeks, increase that distance by 10–25%, or less at first if your base mileage is less than 20 miles. For example, if your base mileage is 30 miles, schedule a 40-mile ride. If your base mileage is 10 miles, schedule a 12-mile ride.
- Plan to do a long ride every 1–2 weeks. That will only happen if you plan ahead. Wherever you keep the schedule for everything else in your life — a calendar, Outlook, your smart phone — schedule your weekly (or bi-weekly) long rides. Do that now so that you’ve put your plan in writing. (You can always adjust it when life inevitably throws you a curve.)
- Ideally, your goal is to build up to a ride equal to or slightly shorter than the distance you are training for by mid-September. Again, if you schedule your weekly (or bi-weekly) long rides now, you’ll see that you can do it.
- On weeks that you are not building your long ride, do a shorter ride at a more strenuous pace.
- When you miss a ride, relax. It’s inevitable. Just get back on your bike as soon as you’re able and pick up where you left off.

**2. Your Weekly (Or Bi-Weekly) Long Ride** — Since you are training for an endurance event distance, not speed, is your primary concern. Repeat after me: This is a ride, not a race. Concentrating on distance will build not only your endurance, but also your confidence. Your long ride should be about one-third to one-half of your total weekly mileage; for example, if your long ride is 20 miles, your weekly mileage should be 40–60 miles.

**3. Other Rides and Cross-Training** — Ideally you should be on your bike three to five days a week. This could be bike commuting to work, a few quick spins around the park or even an indoor cycling class. The more time you spend in the saddle, the better shape you’ll be in and the more fun you’ll have on the ride — and fun counts! Substituting other aerobic activities is fine (especially during the cold winter months) but nothing makes up for time on the bike.

**4. Time for a Little R&R** — Schedule one or two days a week away from your bike/cross-training. Over-training is the most common cause of injuries. You are asking a lot of your body. Be kind to it.

**5. Guidelines** — Remember, the main point is to build up gradually. A 30-mile ride is not nearly as daunting when you rode 25 miles a couple of weeks before. Schedule your long rides now and stick to them as best you can. If “life happens” and you get off schedule, simply redo your schedule from your last long ride.

**6. If the Bike Fits...** — Few things are more uncomfortable than putting in long miles on a bike that doesn’t fit. Please get your bike into a shop to be professionally fit to you. It takes about half an hour and makes all the difference. Check out the Official Outfitters on our How to Participate page at [www.wallstretridesfar.org](http://www.wallstretridesfar.org) for a list of bike shops that give discounts to our participants.

Please call your rider coach with questions or for help with your training schedule. She’ll be more than happy to help.

# TRAINING SCHEDULE WORKSHEET

How far can you ride comfortably today? . . . . . **1**  miles

How many weeks are there before the Ride? . . . . . **2**  weeks

Do you have any major conflicts between now and the ride?  
How many weeks will you NOT be able to train between now and the ride? . . . . . **3**  weeks

**Schedule gradually increasing long rides. How much should you increase each week? Complete this chart to find out:**

What distance are you training for? . . . . .  miles

Minus miles you can ride today (from box #1) . . . . . **-**  miles

Equals . . . . . **=** **A**  miles

Number of weeks before the ride (from box #2) . . . . .  weeks

Minus number of weeks you are not available to train (from box #3) . . . . . **-**  weeks

Minus 2 (to reach your goal two weeks before the ride) . . . . . **-**  weeks

Equals number of weeks available to train . . . . . **=** **B**

Miles from box A . . . . .  miles

Divided by weeks from box B . . . . . **÷**  weeks

Equals YOUR GOAL: miles per week to increase training.  
We'll call this "C." . . . . . **=** **C**  miles per week

*If you find that your goal is to increase by fewer than 8 miles per week, congratulations! That gives you extra flexibility. If you prefer, do a long ride every two weeks instead of every week, and increase by twice as much each time.*

Now here's the important part: In your date book, iPhone, Outlook, wherever you schedule everything else in your life, schedule your long rides. The easiest way is to:

- Schedule in your longest ride around the weekend of September 21.
- Cross out all the dates that you are not available to train.
- One week before your longest ride (avoiding the dates you cannot train) schedule a ride that is "C" miles shorter. Each prior training week, schedule a ride that is "C" miles shorter than the one before. This should bring you back to today and your current "comfortable ride."
- Feel free to play with the numbers a little. If you can currently ride 10 miles and the formula says you should increase your longest ride to date by 10 miles per week, you might consider increasing the first few weeks by 5 miles (10 to 15 miles, 15 to 20 miles), then by 10 miles. Increasing from 20 to 30 miles is much easier for most people than jumping from 10 to 20 miles.
- Be willing to reschedule. Things will come up. There is no limit to how many times you can redo your training schedule.
- These rides should be done at a comfortable pace. It's an endurance event, not a sprint. Take your time — enjoy the ride. Take breaks to stretch and HYDRATE! HYDRATE! HYDRATE!



212-989-1111  
[www.ridesfar.org](http://www.ridesfar.org)

# Recommended Stretches

We often hear the question, when should I stretch—before I ride, during, or after? It's always a good time to stretch! Stretch lightly before you begin riding for the day (don't overdo it before you've warmed up), whenever you step off your bike, and then thoroughly at the end of the day. In short, stretch early and often.

The stretches below are particularly good ones for cyclists.

## HAMSTRINGS

*Standing stretch:* You'll need a low bench, step or box (about 12–18" off the ground). Stand up straight, lift one leg and place the heel on the step. With both knees slightly bent, flex this foot toward you slightly. Place your hands on the thigh of this leg, and slowly lean forward until you feel a gentle stretch along the back of the thigh. Hold this position for up to 30 seconds while breathing slowly and deeply. Repeat with the other leg.

## QUADRICEPS

*Standing stretch:* Find something to lean against. A wall will work nicely! Stand straight (with a normal curve to your back) and hold onto the wall, etc. with your right hand for balance. With your stomach tight and eyes looking straight ahead, grab your left ankle with your left hand and gently bend the knee, pulling your foot toward your buttocks. Make sure you keep your knee in line with the hip and shoulder—don't let the knee slip outward, and don't arch your back. Breathe deeply and hold this stretch for up to 30 seconds while breathing slowly and deeply. If you can handle a slightly deeper stretch, clench the muscle of your left buttock. Repeat with the other leg.

## LOWER BACK AND GLUTES

Lie on your back. Bend your knees and place your feet on the ground. Now take your left leg and place the outside of your left ankle across your right knee. While tightening your stomach for support, grasp behind your right knee and gently pull your right leg up toward your shoulders. You'll feel the stretch along your right hip. Hold this position, breathing deeply, for 30 seconds. (Use your arm to hold the stretch in place.) Repeat on the other side.

## CALVES

Find an upright object, such as a railing or wall. Stand about 30 inches away, and place your arms on the railing. Standing upright and looking forward, place your left foot forward about halfway between your right foot and the railing. Both feet should be flat on the ground and pointing straight ahead. Lean forward on your left leg, bending it gently while keeping the back leg straight until you feel a stretch in your right calf. Breathe deeply and hold the stretch for 30 seconds. Repeat on the other side.

## NECK

Clasp your hands behind your back. (Believe it or not, this step is important!) Stand in a comfortable, upright position, looking straight ahead, with your shoulders relaxed and level. Slowly bend your head over to the right side. Keep your hands clasped behind your back to keep the left shoulder down. You will feel a stretch on the left side of your neck. Breathe deeply and hold this position for 30 seconds. Now bring your head back to upright, bend it over to the left side, and stretch the right side of your neck for 30 seconds. Finally, bring your head back to upright, lean it forward (keeping the rest of your body upright) and hold for 30 seconds to stretch the back of your neck.

