

3rd Annual

TREK FOR TRYKES

2008 Walker's Handbook



TREK FOR TRYKES

The facts...

WHAT

3rd Annual Trek for Trykes 5K walk and 1-mile fun walk

WHEN and WHERE

Saturday, July 19, 2008 at 7 a.m.
2008 AMBUCS National Conference
Pinnacle Hills shopping center, Rogers, AR
Rain or shine!

WHO

You! Anyone can participate in the walk-a-thon: AMBUCS members, spouses, guests and friends of all ages and abilities. Past National President Cynthia Young will serve as the chairperson for the event.

WHY

Funds will be used to purchase AmTryke® therapeutic tricycles for individuals with disabilities in Northwest Arkansas. The event will be a FUN way to raise money and awareness for the AmTryke program, complete with prizes for the walkers who raise the most money!

HOW

Walkers are asked to raise a minimum of \$50 to participate. Walkers are encouraged to aim for a goal of raising \$250 or more in donations, with all donations raised and collected prior to the event in July. **You simply register for the walk-a-thon when you register for the National Conference or by contacting Semaj Marsh at semajm@ambucs.org.**

DETAILS

The walk-a-thon will be held rain or shine! Don't forget to wear comfortable clothes and shoes to the event. Shorts and short-sleeved shirts may be best for outside activity in July! Children are welcome to participate.

Questions? Comments?

Contact the AMBUCS Resource Center at ambucs@ambucs.org. Further information is available on-line at <http://www.ambucs.org/members/nationalconferenceinfo.aspx>





Prizes!

Every participant will receive a prize!

Raise \$250– receive a commemorative t-shirt!

Raise \$500– receive an AmTryke windbreaker!

Raise \$1000– receive a portable MP3 player package!

Prizes will be also awarded to the walkers who:

- . Raise the most money!
- . Obtain the highest number of donors!

FUNDRAISING 101

Congratulations on deciding to participate in the 3rd Annual Trek for Trykes! But now, how are you going to raise the \$250 before July 19? Here are some ideas:

ASK

The face-to-face ask is the most personal approach when asking for large donations. Describe the purpose of the walk-a-thon and explain what it means to you. Then encourage them to donate whatever they can, every dollar will count towards your goal.

Talk to friends, family, fellow chapter members, your neighbors, your dentist, your hair stylist or anyone. Try asking members of your church and co-workers. Even complete strangers are potential donors, you just have to ask!

SEND A LETTER OR AN EMAIL

Your address book is a great resource for potential donors! A personalized letter is perfect for out-of-town friends and family. Describe the AmTryke project and the purpose and details of the event. Remember to also state your personal reasons for participating. Keep it short and sincere, and people will respond. Writer's block? You can find a sample letter enclosed in this packet.

START DIALING

A phone call is a quick, simple way to ask for donations from those people you might not feel comfortable sending a letter or email, but are unable to meet with face-to-face. Be friendly and casual, and remember to remain gracious and sincere. If they agree to donate, show your appreciation by sending a thank you note or personal letter.

NETWORK

This is a great, effective way of expanding your donor base. Every time you secure a donation, ask that person if they will pass along a pledge form or forward your email on to people in their address book. Asking close friends and family to spread the word about your fundraising efforts will help you increase donations and achieve your goal! Create your own personal 'walk-a-thon army' and watch your donations grow!

BE CREATIVE

Don't be afraid to think outside-the-box! Consider:

- asking your favorite local restaurant to place a jar at the register for change donations
- asking local groups, such as professional or religious organizations, if you can make a presentation at their next meeting
- hanging a poster at work that charts your progress
- holding a garage sale, bake sale or car wash to raise money
- asking the local movie theater to donate tickets, and sell them for donations
- seeing if your hometown newspaper or church and school newsletters will write a story about you, highlighting your fundraising efforts and the purpose of the walk-a-thon

Remember, every dollar counts...so, get out there and fundraise!

Ten Ways to Raise \$250 (or more!)

1. Make Your own \$25 contribution
2. Ask your significant other to also contribute \$25
3. Ask you mother or father to contribute \$25
4. Ask your best friend to contribute \$25
5. Ask your boss to contribute \$25
6. Ask your best friend at work to contribute \$25
7. Ask your sister or brother to contribute \$25
8. Ask a fellow chapter member to contribute \$25
9. Ask an aunt, uncle or cousin to contribute \$25
10. Ask a businessperson you support to contribute \$25

Want to raise more than \$250? How about asking:

- Good friends and relatives who are on your holiday card mailing list
- Your co-workers
- Local businesses in your community that you have supported over the years
- Your accountant, lawyer, physician and anyone else who provides you with professional service
- Business associates (customers, vendors, suppliers, consultants)
- Clubs, church, teams





Fundraising Worksheet

Use this worksheet to keep track of your fundraising efforts! Here you can list who you asked for a donation, how much you asked, how they were asked, if you received a donation from the donor and whether or not you sent a thank-you note.

Name	Asked For	How	Received	Thanked
1	\$		\$	
2	\$		\$	
3	\$		\$	
4	\$		\$	
5	\$		\$	
6	\$		\$	
7	\$		\$	
8	\$		\$	
9	\$		\$	
10	\$		\$	
11	\$		\$	
12	\$		\$	
13	\$		\$	
14	\$		\$	
15	\$		\$	
16	\$		\$	
17	\$		\$	
18	\$		\$	
19	\$		\$	
20	\$		\$	
21	\$		\$	
22	\$		\$	
23	\$		\$	
24	\$		\$	
25	\$		\$	

Two Important Things to Remember...

Thank You's

Show your appreciation!

Before heading to Northwest Arkansas, make sure you have thanked those who have supported you. Send thank you notes to each donor, whatever the amount contributed. It is so important that your donors feel appreciated and valued.

Remember that a positive experience for a donor will encourage them to donate again in the years to follow!

A sample thank you note is enclosed for your reference.



Follow-Ups

Tell them how it went!

Once the walk-a-thon and National Conference have ended in July, your job as a walker is not finished! Take the time to send out letters, emails or a mass newsletter to let your donors know how the event went. It is a great idea to include photos and a brief summary of the day's activities. Be sure to share your experience with them and thank them again for their contribution.

Emphasize to donors that without their donations, none of it could have been possible!



2008 Donation Form

Participant you are sponsoring: _____

You can mail this form with your donation to:
National AMBUCS
Attn: Trek for Trykes
PO Box 5127
High Point, NC 27262



1 Please Print Your Name Clearly

Name: _____

Company name (for business donations): _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ - _____ - _____ E-mail: _____

I'd like to receive information from National AMBUCS and AmTryke

2 Choose Your Level of Donation

AmTryke Champion...\$500
(Contribution funds one AmTryke for a child)
 Paid in full
 5 Monthly payments of \$100

Supporter...\$100
 Paid in full
 2 Monthly payments of \$50

Contributor
\$ _____ Paid in full
\$ _____ Paid in _____
Monthly payments of \$ _____

Honorary Walker.... \$250
 Paid in full
 5 Monthly payments of \$50

Friend...\$50
 Paid in full
 2 Monthly payments of \$25

All donations are tax-deductible!

3 Payment Options

Cash attached (please do NOT mail! Cash must be turned into the Conference Office in San Diego prior to the walk)

Personal check attached (please make checks payable to National AMBUCS and indicate "Trek for Trykes" in memo)

Credit Card (single or monthly payments) MC VISA AE

Credit Card # _____ Exp. Date: _____ Yes charge my credit card automatically for my monthly payments indicated above

Signature: _____

By signing, I am agreeing to the terms I selected above.

Signature: _____ Date: _____

To register to participate or for more information visit
<http://www.ambucs.org/members/nationalconferencetrekfortrykes.aspx>
Contact AMBUCS at (800) 838-1845 or e-mail ambucs@ambucs.org.

TREK FOR TRYKES

Questions about donations



Do I need to send in my donations ahead of time or can I bring them to Northwest Arkansas with me?

It is preferred that you send your donations to the AMBUCS Resource Center ahead of time. If sending them in, you must make sure they are **received before June 30**. If you cannot send your donations in before June 30, bring them with you to Rogers, AR and hand them in at the AMBUCS conference office on Wednesday July 16. *Don't forget that you can use the on-line fundraising tool and bypass this whole process!*

Can I accept cash donations?

Yes. All donations are welcomed. Obviously cash donations also cannot be made on-line and cannot be sent in ahead of time. If you do have cash donations, you must turn them into the AMBUCS conference office in Rogers, AR on Wednesday July 11.

If I send in my donations, what is the best way to ensure that they are credited to me?

The best way is to use the on-line fundraising tool! It is here where you can track who you send requests to, if they made a donation and keep track of your fundraising progress!

If you are not using the on-line tool, make sure that each donation is accompanied with a donation form. This also helps ensure that donors receive the proper receipts. If sending donations in, make sure that they are received prior to the deadline of June 30.

Do I need to submit a donation form for every donation?

A donation form must accompany all donations- except on-line donations.

Will my donor get a tax-deductible receipt for their contribution?

Yes. Receipts for donations will be sent to all donors who submitted a donation form with their gift or made their gift on-line. For on-line gifts, receipts are generated automatically and will be sent via email. For all other donations, receipts will be sent after the Trek for Trykes. If a donor included an e-mail address, the receipt will be sent electronically.

If I cannot participate in the event, will my donors be refunded for their contributions?

No. All donations are non-refundable. The donations that you raise, regardless of whether or not you participate, will still be used to provide AmTrykes for children who need them.

Are all donations tax-deductible?

Yes, all donations are tax-deductible.

Who should checks be made out to?

Checks should be made out to National AMBUCS- Trek for Trykes.

A donor is requesting a tax ID number (or EIN number). What is that and how can I get it?

A tax ID number or EIN number identifies AMBUCS as a non-profit organization. Many donors will request this number to validate their donation as tax-deductible. AMBUCS' tax ID number is 56-0715171.

A donor is requesting a 501(c)3 letter, what is that and how can I get a copy?

The 501(c)3 letter is proof that AMBUCS is recognized as a non-profit organization by the federal government. You may download a copy of this letter by going to <http://www.ambucs.org/members/fundraising.aspx>.

[Sample Thank You Letter]

Dear Friend:

Thank you!

I wanted to take this opportunity to thank you for sponsoring my participation in the 3rd Annual 'Trek for Trykes' in Rogers, CA. I am truly grateful for your support for such a good cause.

AMBUCS thanks you, as well as all of the kids who will benefit from a brand-new AmTryke therapeutic tricycle!

Because of your donation, I am sure the walk-a-thon will be a great success! Without your generosity, none of this would be possible.

Thank you again for your donation. I look forward to telling you all about my experience participating in the walk-a-thon!

Best,

Your Name