



14th Annual

**TREK4
TRYKES 4**

5K Walk to Get Riders Rolling
Wyndham Grand Downtown - Pittsburgh, PA
October 5, 2019

The poster has a bright yellow background. At the top, the words "TREK4" and "TRYKES 4" are written in a large, bold, black, blocky font. The "4" in "TREK4" and "TRYKES 4" is significantly larger than the other letters. Below the text, there is a black rectangular box containing the text "5K Walk to Get Riders Rolling" in a bold, black, sans-serif font. Underneath that, in a smaller black sans-serif font, is "Wyndham Grand Downtown - Pittsburgh, PA" and "October 5, 2019".

2019 Walker's Handbook



Welcome!

We are so glad you decided to join us for the 14th annual Trek 4 Trykes. We are looking forward to this is fun event and especially being able to provide funds to purchase Amtrykes!

The Basics:

Trek 4 Trykes is being held in conjunction with the 2019 AMBUCS National Conference in Pittsburgh, PA. Registration will begin on Saturday, October 5, at 7:30 am in the Commonwealth Room (off of the Wyndham Grand's lobby). The walk will take place at nearby Point State Park, right at the joining of three mighty rivers!

Participants are must raise (or donate) a minimum of \$50 to participate and receive an event t-shirt but are encouraged to aim for a goal of raising \$500 or more. Proceeds from the event will purchase Amtryke adaptive tricycles for people who are waiting on the National Wish List.

If you haven't already, be sure to register for the event and National Conference at www.ambucs.org.

Your next step should be to setup your own personalized online fundraising website. It's easy and free! Go to <https://give.classy.org/2019NationalTrek> and click on "Become a Fundraiser." We are on a brand new swanky platform (Classy). You'll love how easy it is to do everything! You can use it to share on facebook and send email messages to anyone who you think may donate, track your progress and let your supporters make donations quickly and easily. Here are further (new) directions for [setting up your page](#).

***Please remember that a donation form (page 8) must accompany all donations not made online if the donor wants to receive a receipt for tax purposes!**

Whether or not you chose to use the online fundraising tool, this handbook has all the information you need to reach your goal of \$500. Inside you will find information on how to fundraise, 10 ways to raise \$500, sample letters, donation forms and much more!

Remember if you have questions as you fundraise, you can always contact the AMBUCS Resource Center at ambucs@ambucs.org or at (800) 838-1845 x117.

See you in Pittsburgh!

TREK 4 TRYKES

The facts...

WHAT

Annual Trek 4 Trykes 5K walk

WHEN & WHERE

Saturday, October 5, 2019 at 8 am
2019 AMBUCS National Conference
Wyndham Grand Pittsburgh Downtown

WHO

You! Anyone can participate in the walk-a-thon: AMBUCS members, spouses, guests and local friends of all ages and abilities.

WHY

Funds will be used to purchase Amtryke adaptive tricycles for people who are waiting on the National Wish List. The event will be a FUN way to raise money and awareness for the Amtryke program, featuring prizes for the walkers who raise the most money!

HOW

Walkers must raise or donate a minimum of \$50 to participate and receive an event t-shirt. Walkers are encouraged to aim for a goal of raising \$500 or more in donations, with all donations raised and collected prior to the event. You simply register to participate in Trek 4 Trykes when you register for the National Conference at www.ambucs.org.

DETAILS

Trek 4 Trykes will be held **rain or shine!** Don't forget to wear comfortable clothes and shoes to the event. Children are welcome to participate. Remember, if you have raised (or personally donated) at least \$50, then you will receive a Trek 4 Trykes t-shirt to wear for the walk.



FUNDRAISING 101

Congratulations on deciding to participate in the 14th Annual Trek 4 Trykes!
But now, how are you going to raise the \$500 before October 5? Here are some ideas:

ASK

The face-to-face ask is the most personal approach when asking for large donations. Describe the purpose of Trek 4 Trykes and explain what it means to you. Then encourage friends and family 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!

POST ON FACEBOOK or EMAIL or SEND A LETTER

Your address book is a great resource for potential donors! A personalized letter or email is perfect for out-of-town friends and family. Describe the Amtryke Program 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.

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 or simply post about it on their social media. Asking close friends and family to spread the word about your fundraising efforts will help you increase donations and achieve your goal!

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 place of worship or school newsletter will write a story about you, highlighting your fundraising efforts and the purpose of Trek 4 Trykes.

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

Sixteen Ways to Raise \$500 (or more!)

1. Make your own \$25 contribution
2. Ask your significant other to also contribute \$25
3. Ask your 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 know to contribute \$25
11. Ask good friends and relatives who are on your holiday card mailing list to contribute \$25
12. Ask your co-workers to contribute \$25
13. Ask local businesses that you have supported over the years to contribute \$25
14. Ask your accountant, lawyer, physician and anyone else who provides you with professional services to contribute \$25
15. Ask business associates (customers, vendors, suppliers, consultants) to contribute \$25
16. Ask people in your clubs, place of worship or sports teams to contribute \$25
17. Ask your social network to pledge \$25

Two Important Things to Remember...

Thank You's

Show your appreciation!

Before heading to the conference, make sure you have thanked all those who have supported you. Send thank you notes or emails 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 October, take the time to send out letters, emails or a mass newsletter to let your donors know how the event went. It is great idea to include photos and a 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!

2019 Trek 4 Trykes Donation Form

Participant you are sponsoring:

Mail this form with your donation to: National AMBUCS
Attn: Trek 4 Trykes PO Box 5127, High Point, NC 27262



1

Contact Information (please print)

Name: _____

Business Name (for corporate donations): _____

Street Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: (____) _____ - _____ Email: _____

I'd like to receive emails from National AMBUCS and Amtryke

2

Level of Donation (check one)

- Amtryke Champion \$750 – This will fund one Amtryke for a rider
- In it to Win it.... \$300
- Runner...\$100
- Walker...\$50
- Stroller...\$25

**All donations are
tax deductible!**

3

Payment Options

- Cash (Do **NOT** mail cash – give it, with this form, to participant you are sponsoring)
- Personal check (Make checks payable to National AMBUCS, with "Trek 4 Trykes" on memo line)
- Credit Card Circle One: MasterCard VISA American Express

Credit Card #: _____

Exp. Date: _____ Security Code: _____

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

Signature: _____ Date: _____

For more information please contact (800) 838-1845 x117 or email ambucs@ambucs.org

FAQs about Donations

Do I need to send in my donations ahead of time or can I bring them to Pittsburgh 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 Friday, September 20**. If you cannot send your donations in ahead of time, bring them with you to Conference and hand them in to the AMBUCS Conference Office on Thursday, October 3. ***You can use the online fundraising tool and bypass this whole process!** Online donations will count towards winning 1st through 3rd top fundraiser prizes until October 3 at Midnight.*

Can I accept cash donations?

Yes, all donations are welcome! If you do have cash donations, you must turn them in to the AMBUCS Conference Office on Thursday, October 3.

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 online fundraising tool! Go to <https://give.classy.org/2019NationalTrek> and click on “Become a Fundraiser.” Once you [set up your fundraising page](#) you can post it on social media and send out the link via email. When online donations come in, you’ll be able to keep track of your fundraising progress. The full amount of online donations will be credited to you and will go to the purchase trykes for riders waiting on the Wish List (we will cover processing and credit card fees).

If you are not using this online 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 **Friday, September 20**.

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

A donation form must accompany **each** donation **NOT** given online.

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

Yes. Receipts for online donations are generated automatically and will be sent via email. For all other donors, who submitted a donation form with their gift, receipts will be sent after the event. If a donor included an email address on the donation form, then 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 if you participate, will still be used to provide Amtrykes for riders 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, with “Trek 4 Trykes” indicated on the memo line.

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

A tax ID number identifies AMBUCS as a nonprofit 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 nonprofit organization by the federal government. You may download a copy of this federal tax exempt letter by going to: www.ambucs.org/members/admin-documents/ and clicking on “Federal Tax Exempt Letter” under the “Chapter Resources” section.

[Sample Appeal Letter]

Dear Friend:

I have some exciting news!

I have made a special commitment to walk in the 14th annual Trek 4 Trykes on October 5 in Pittsburgh, PA. It's a 5K walk to benefit riders who are waiting to receive an Amtryke adaptive tricycle through National AMBUCS' Amtryke Wish List.

But, I need your help!

As a walker, my goal is to raise \$500. Every dollar raised will go towards providing Amtryke adaptive tricycles to individuals unable to safely ride a traditional bike. I would truly appreciate your support in helping me reach this goal. You may donate easily online (**provide them with the url to your fundraising page**) or by filling out and mailing the attached form and donation.

This is a wonderful opportunity to help AMBUCS fulfill its mission: *Inspiring Mobility & Independence*.

I hope that you will share this experience with me – by supporting me in my fundraising efforts. It promises to be a rewarding event and a fun time!

Please help me provide kids their first set of wheels!

Best Regards,

Your Name

Trek 4 Trykes Details:

2019 Trek 4 Trykes

Saturday, October 5, at 8 am

Wyndham Grand Pittsburgh Downtown

Learn more about the event here: <https://give.classy.org/2019NationalTrek>

NOTE: Please make checks payable to National AMBUCS and write “Trek 4 Trykes” on the memo line

[Sample Thank You Letter]

Dear Friend:

I wanted to take this opportunity to thank you for sponsoring my participation in the 14th Annual Trek 4 Trykes in Pittsburgh, PA. I am truly grateful for your support of such a good cause because, without your generosity, none of this would be possible.

AMBUCS thanks you, as do all the riders who will receive a brand new Amtryke adaptive tricycle because of this event!

For exclusive photos from the event, visit www.ambucs.org.

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

Best wishes, **Your Name**