

2016 Indoor Ride to End Polio Indoor El Tour de Tucson, Nov 12-19

Many thanks for joining our D5500 End Polio Now Team in the Indoor Ride to End Polio held in conjunction with Indoor El Tour de Tucson on Nov 12-19, 2016.

We are pleased to welcome your Rotary Club or District Team to the Indoor Ride to End Polio Team, or you as an individual Indoor rider. The clubs and districts that raise the most funds for PolioPlus will be recognized on our website at www.ridetoendpolio.org, and the names of the number one club and district will be engraved on the Harris Trophy on display at Rotary HQ in Evanston, IL, USA. The name of the top individual fundraiser will be engraved on the trophy as well.



To be eligible for team recognition, it will be necessary for you to register your team by completing the Team Registration available at www.ridetoendpolio.org. If you have not already registered your team, please do so now. A copy of the team registration form is attached.

Who can be a member of your team? Anyone. This includes Rotarians, spouses, children, grandchildren, other family members, friends, Interactors, Rotaractors and anyone else.

Each rider on a team in the US should register for the Indoor Ride to End Polio / Indoor El Tour de Tucson. Registration information can be found at our website at www.ridetoendpolio.org. Each rider selects the number of minutes he or she will ride. Riders on teams outside of the US need not register individually.

Each rider must ride a stationary bike (at home or gym or other convenient location) at some time during the period Nov 12-19, 2016. It is not necessary that each rider on your team ride at the same time, but if you can do so, that will likely have a bigger impact in your community and lead to greater fundraising success. It is necessary that each rider complete the selected number of minutes in a single "sitting," all at one time, in accordance with the rules established by Indoor El Tour de Tucson.

We ask that you identify a captain for your team. The captain should coordinate all team activities and perform the following duties:

- Provide a copy of our fundraising packet (included in this document) to each team member and encourage each rider to use the Crowdfunding capability set up on the RI website especially to support fundraising for the Ride to End Polio and Indoor Ride to End Polio. If your team prefers, you can all use the same Crowdfunding page in the name of one of the riders. Instructions for setting up and using the Crowdfunding pages can be accessed at our website www.ridetoendpolio.org.
- Track the funds raised for polio by the team members. Report total funds raised (or pledged) periodically to D5500. Please do NOT send any funds to Rotary District 5500.
- Ensure that any funds in the form of cash or checks are properly forwarded to The Rotary Foundation designated for PolioPlus THROUGH YOUR CLUB OR DISTRICT. Your club or district will receive full credit for all funds you send to the Rotary Foundation. Rotarian donors

will receive Paul Harris credit for all funds you send to the Rotary Foundation in their names. Below are some options for your consideration.

Suggestions for handling funds. We offer the following suggestions. If you have questions, team captains or individual riders can contact Ernie Montagne at ernie.montagne99@gmail.com. Whatever method you select, we encourage you to inform each rider on your team.

1. Crowdfunding page on RI website. We encourage each rider (or at least each team) to set up a Crowdfunding page on the RI website. We also ask each rider to encourage all donors to donate online on his or her personal Crowdfunding page (or on the team page, if the team prefers to use one page). Anyone (Rotarians or non-Rotarians) can donate on your Crowdfunding page. See www.ridetoendpolio.org for these instructions related to your personal page.

- How to create a personal fundraising page
- How to check contributions on your personal fundraising page
- How to contribute to a personal fundraising page
- Frequently Asked Questions

The main [Miles to End Polio project page](#) will be the gateway to your personal fundraising page where you will share details about what you are doing and why you are doing it. You can even include a special photo! Your personal page provides an easy and secure method for others to sponsor you through donations. Your donors' contributions go directly to the Rotary Foundation and you can monitor both your individual progress and that of the whole team.

If you have any questions or need further assistance, please email me at jimn63g@gmail.com or call me at 520-572-1561. You may also contact Chelsea Mertz, Rotary Service Connection, at social@rotary.org or call her at +1 847-866-3429.

2. Donations paid by check. If you choose to accept payment by check, please collect all checks from your team members and forward these funds to The Rotary Foundation at the proper address. Please record Rotarian donations on a Multiple Donor Form and ensure that donations are designated for PolioPlus. Donations from non-Rotarians can be forwarded to The Rotary Foundation in the name of your Rotary Club or District. If your club chooses, you can award Foundation Recognition Points to riders who successfully secure donations from non-Rotarians.

3. Cash donations. Please ensure that all cash donations are properly recorded and forwarded to The Rotary Foundation designated for PolioPlus. Please do not send cash through the mail.

The remaining information in this packet will be of use to the riders on your team.

Strategies for Successful Fund Raising (Information Useful to Each Rider in the Indoor Ride to End Polio)

First. Establish your personal fund raising goal. Just as you have established a goal for the number of minutes you plan to ride, we encourage you to establish a goal for fund raising. This goal can be any amount, but some riders can raise several hundred US dollars. Please set your goal NOW.

Second. Determine your contacts. Who should be on the list? Why not make it as broad as possible? Everyone you know is a good start, but that should not be the end. Below you will find ideas for developing a contact list. Try to do this over the next month or so.

Third. Contact everyone on your list and ASK for a contribution (or a pledge). Tell each contact about your fund raising goal. How much should you ask each contributor to give? Consider a dollar per minute, but accept any amount. If you receive a pledge, inform the donor you will be in contact after the ride (before Dec 1) to confirm online payment (or to collect the funds). Attached you will find sample correspondence that may prove useful, a sign-up sheet to record your pledges, and a Polio Fact Sheet to assist you in answering questions from potential donors. Try to make your contacts soon.

Fourth. Thank each person who makes a pledge. Do this as soon as you receive the pledge.

Fifth. Enjoy your ride on Nov 12-19. However many minutes you ride, we hope you have a great ride. Please consider acquiring one of our nifty Rotary jerseys (pictured on the attached pledge form). You can order jerseys at our website www.ridetoendpolio.org.

Sixth. Contact each person who made a pledge to confirm online payment or to collect the funds. Do this as soon as possible after Nov 19, but try to do so by Dec 1. Your team captain will provide instructions for handling the funds.

Seventh. Thank each contributor. A personal note or email will really be helpful – especially if plan to ride again next year.

If you have any questions, please contact your team captain.

Procedures for Success

Building your List of Potential Contacts

The key to successful fund raising is to tell as many people as possible about your Indoor Ride to End Polio AND about your fund raising goal. Please consider all of these groups as you build your contact list:

1. **Your Rotary Club and the members of your club.** Here are some suggestions to encourage the members to make a contribution:
 - Consider asking your club to invite a speaker to talk about Rotary's global quest to eradicate polio.
 - Consider making a presentation at your club about your plan to ride in the Indoor Ride to End Polio and about your fund raising goal.
 - ASK the members of your club to support your ride with donations to The Rotary Foundation PolioPlus. Remind the members they will receive Paul Harris credit for any contributions.
 - If your club has sufficient Foundation Recognition Points, ask the club board to consider supporting your Indoor Ride to End Polio by offering to match all contributions of \$100 or more with an equal number of points, thus giving the members double Paul Harris credit for their contributions. If your club has a limited number of points, perhaps the club could make this offer on a "first come, first served" basis.
 - If your club or district has a newsletter or a web site, consider writing an article about your ride and your fund raising goal. In any case, try to ensure that every member of your club knows about your ride and your fund raising goal.
 - Perhaps your club would agree to conduct a polio fund raiser, with all proceeds going to The Rotary Foundation PolioPlus in support of your ride. See the attached list for ideas.
 - Perhaps your club could organize a Polio Day at the local supermarket. Seek permission to conduct fund raising on a convenient Saturday.
 - Publicize your goal and your ride on your district web site and district newsletter. Let your district governor know about your plans and ask his or her support. Inform the governor that all contributions to your ride will go through your club and will count toward the district PolioPlus goal.
 - Consider visiting other clubs in your area. Encourage other Rotarians to join the Indoor Ride to End Polio and encourage them to support you or another rider.
2. **Everyone in your email address book, all of your contacts on Facebook, LinkedIn, Twitter, and other social media outlets.** You can easily send the attached letter to many potential contributors via email, Facebook, or other social media.
3. **Your co-workers.** Seek permission to post a pledge form on your office bulletin board. If your company has a newsletter or web site, try to post an article about your Indoor Ride to End Polio.
4. **Members at your place of worship.** Seek permission to post a pledge form on the bulletin board. Or ask to publish an article about Rotary's global quest to eradicate polio and your Indoor Ride to End Polio in the newsletter or on the web site.

5. Members of other organizations to which you belong. Let all of these folks know about your Indoor Ride to End Polio and ask for their support. Try to publish in as many newsletters as possible.

6. Your neighbors. Let your neighbors know you are riding for polio. Ask for their support.

Contacting the People on Your List

Use whatever method works best for you – personal contact, email, social media, phone, postal mail. The more folks who know about your ride, the more successful you will be. You can use the sample letters below if you find them helpful.

Please inform your Rotarian donors they will receive Paul Harris credit.

Collecting the Funds

Your team captain will provide instructions for handling the funds you collect for PolioPlus. Please consider establishing your personal Crowdfunding page on the RI website.

Record Keeping

Please track all pledges in support of your ride and report that amount to your team captain.

Please track the payment of all pledges.

Please plan to keep your team captain informed about your pledges

Encourage Others to Ride

Your ride will be much more enjoyable if you have teammates to encourage and support each other.

Further, your teammates can join the Indoor Ride to End Polio and can assist in the fund raising effort.

Here are some ways you can encourage others to ride and thus raise more funds to support polio eradication.

- Ask your club or district to form a team in the Indoor Ride to End Polio.
- Ask members of your family (spouse, children and/or grandchildren, aunts, uncles, cousins, etc.) to ride with you. This can be a great family outing.
- If your club sponsors an Interact or Rotaract Club, ask the Interactors or Rotaractors to ride with you.

Sample Fund Raising Letter

Dear friends,

I am seeking your financial support of my Ride to End Polio.

I will be one of up to several hundred Rotarians and friends of Rotary riding in the Indoor Ride to End Polio in conjunction with Indoor El Tour de Tucson on Nov 12-19 to raise funds in support of Rotary International's global quest to eradicate polio in the world. Our Indoor End Polio Now team, representing Rotary Clubs from around the world, will pedal up to 104 minutes (or more). My personal goal is ____ minutes, and I am training to meet that goal.

Rotary International and its partners in the polio eradication effort (World Health Organization, Center for Disease Control, and UNICEF) have cooperated to reduce the number of polio cases by more than 99% (from 350,000 cases per year in the 1980s to 223 in 2012 and less than 25 cases this year – through Sep 8). Today only three countries have endemic polio: Nigeria, Pakistan and Afghanistan.

We are very close to our goal of total eradication, and a final push is needed. Your contribution can help.

If you would like to help, please consider a contribution of any amount from \$5 to \$100 or more. For example, \$1.00 per minute would be \$____ in support of my ride of ____ minutes. You can make your contribution on line at my Crowdfunding page at _____ (Insert a link to your page here). Please let me know the amount. [If your club permits, you can alter this paragraph to specify payment through the club.] If you prefer to pay by check, please make a check payable to The Rotary Foundation. Send the check to me at:

_____ (Your name)
_____ (Your street address)
_____ (Your city, state and zip code)

To ensure you receive proper Paul Harris credit, please identify your club name, Rotary district, and your Rotary ID number.

All funds received will go to The Rotary Foundation to support polio eradication.

Many thanks for your consideration of my request.

Warm regards,

_____ (Your name)
Rotary Club of _____
Rotary International District _____
_____ (Your email address)
_____ (Your phone numbers – home, cell, others)

