FUNDRAISING TOOLKIT

By setting up a fundraiser for World Bicycle Relief, you’ll help to mobilise communities around the world with life-changing bicycles. Thank you! Here are some quick and easy ways to make the most of your fundraising.

**STEP 1 - Set up your fundraising page** [here](#).

**STEP 2 - Personalise your page**
- Upload a profile picture
- Set a goal: £120 helps provide one bicycle to those who need it most
- Add a personal story. What motivated you to fundraise for World Bicycle Relief? What do you hope to achieve?
- Add a fundraising summary: Don’t forget to share what World Bicycle Relief does!
  
  *World Bicycle Relief mobilises communities in rural regions around the world to thrive with life-changing bicycles.*

**STEP 3 - Make your first donation**
- Get the ball rolling with a donation toward your goal

**STEP 4 - Share your page**
- Social media is a great tool for building awareness
- Email your friends and family about your fundraising goals. They’ll be as inspired by you as we are.
- Include your fundraising page in your email signature
- Share inspirational stories of the people whom you’re supporting with bikes

**STEP 5 - Keep your page updated**
- Let supporters know how you’re doing by keeping your page up-to-date
Fundraising Messages

Use these messages for your social and email outreach. Plus, check out our downloadable assets & videos for use.

Social media messages

As the 2023 UCI Cycling World Championships global charity partner, World Bicycle Relief is on a mission to distribute 1 million bicycles to rural communities in need by 2025!
Help me mobilise students, health workers and entrepreneurs in low-income regions with the #powerofthebike. Every donation makes a difference! [insert fundraising link]

On two wheels, rural communities can change their worlds. Will you help me support World Bicycle Relief reach its goal to distribute 1 million bicycles by 2025? Donate to my fundraising page here: [insert your fundraising page link]

I believe women on two wheels can change the world. That's why I’m fundraising for World Bicycle Relief and helping to mobilise women and girls across rural regions with bicycles. Help me reach my goal of [insert goal here] and make a life-changing impact.

Since 2005, World Bicycle Relief has mobilised more than 760,000 people in 21 countries with life-changing bicycles. Let's help them reach 1 million!

Sample email message

Hi Friends,

I’m thrilled to share that I’m helping to change lives through the Power of Bicycles! I’m raising funds and awareness for World Bicycle Relief, a global nonprofit organisation - and the 2023 UCI Cycling World Championships’ official global charity partner - committed to helping individuals in low-income regions around the world overcome the barrier of distance.

In areas where transportation options are limited, World Bicycle Relief’s specially designed Buffalo Bicycles can be a life-changing tool that helps students increase attendance, improve performance, and show up ready to learn. Bikes also give communities access to healthcare and provide entrepreneurs and farmers the opportunity to improve their businesses.

Please consider supporting me as I work to help World Bicycle Relief reach their goal of distributing 1 million bicycles by 2025. For those in need, it’s more than just a bike. It’s a tool for economic empowerment.

Every donation makes a difference, and a contribution of [ £120 GBP / $165 USD / €147 EUR / CHF 155 / $215 AUD / $205 CAD] helps to put a brand-new Buffalo Bicycle into the hands of a person in need. I hope you’ll join me! [insert your fundraising page link]

Social media handles

FB World Bicycle Relief IG @worldbicyclerelief TW @powerofbicycles LI World Bicycle Relief