

2011 Steeple Chase Sponsor Form

Bring this form with you, along with the pledges you have collected, the day of the ride. **Please make checks payable to Perception Programs.**

All pledges must be turned in by 11AM on August 13, 2011 (day of ride) to be eligible for a prize.

Prize winners are determined by the amount presented at registration,

Rider's Name: _____

Sponsor's Name	Address	Phone	Amount Pledged	Amount Collected
1. (Example) Susie Spokes	Scenic Vista, Quiet Corner, CT	860-450-7122	\$100	\$100
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*Please photocopy this form for extra pledges or to share with other riders.
All donations are non-refundable, and tax-deductible to the extent allowed by the law.*

Six Steps to Effective Fundraising

Below are some tried and true fundraising methods that work. Raising money for Perception Programs and Windham Interfaith Ministry is a great way to help and support us. Thank you for your time and effort.

1. **Set a goal higher than the year before** - most people set an easy goal and stop fundraising when they reach it. Aim higher at the beginning - make a pact with yourself to surpass last year's goal.
2. **Start early.** It's best to have at least 3 months to raise funds. Typically your first efforts won't be as effective as you'd like so you need time to try something else.
3. **Make a list of people to ask for money.** It makes a big difference to have a list and keep adding to it. Family and friends are always a good starting place and then add on co-workers, teachers, the owners of places you shop frequently, former or current classmates, doctors, lawyers, insurance agents, realtors. Don't take them off the list even if they say no. Tell them that you'll be back next year to ask again. Sometimes it takes people being asked for 2-3 years before they decide to give. How much you raise is directly related to the length of your list. The longer the list - the more money you'll raise. If someone doesn't give after 3 years then drop them from the list. If you are able to computerize your list it will help you keep organized.
4. **Organize yourself before you begin.** Know what you want to say. Have a letter written if you are sending out your appeal. Sometimes starting by sending a letter and following up with a phone call or personal visit is helpful. Whatever you do, the personal approach is the best. So speak from the heart.
5. **Organize a social event around raising money.** Invite people over letting them know you have an expectation they will donate x dollars in support of you riding in the Steeple Chase. Consider inviting a group of people over for coffee after church or invite friends or co-workers over for dessert. People tend to respond well to fundraising at social events. If you need literature from either agency, call us at 450-7122 and we'll give you materials.
6. **Cultivate new donors for the future.** After the Steeple Chase, consider sending a thank you note to those who gave you money, letting them know how much you raised and about your experience riding in the Steeple Chase. Send this letter to new donors with a note that you will be writing them next year for a donation.