

LAKE HOPATCONG FOUNDATION BIKE RUN PADDLE



Virtual Lake Loop Challenge Fundraising Toolkit 2020

The 2020 Virtual Lake Loop Challenge
will take place from October 1 to 11, 2020.

*Support a healthy Lake Hopatcong and a healthy
community!*

**YOUR FUNDRAISING DOLLARS WILL MAKE A BIG IMPACT AT
LAKE HOPATCONG!**



Proceeds from the Lake Loop will support the Lake Hopatcong Foundation, a 501(c)(3) nonprofit, dedicated to protecting the lake environment and enhancing the lake experience, bringing together public and private resources to encourage a culture of sustainability and stewardship on and around New Jersey's largest lake, for this and future generations.

To learn more about the LHF's important programs and initiatives, visit LakeHopatcongFoundation.org.

This packet includes:

- **Getting started with peer-to-peer fundraising**
- **Fundraising tips**
- **Sample letters and posts**

Getting Started

1. Register for the Virtual Lake Loop Challenge at Lakeloop.org.

2. Once you register, a personal fundraising page will be automatically created for you. You can claim your personal fundraising page through a link in your welcome email.

3. Be sure to personalize your page. Here are a few quick notes and next steps...

- Upload a profile picture! Good profile pictures capture who the fundraiser and make your page more personal.
- Add content to your page. Tell your story! The goal is to make sure everyone knows how important the lake is to you. Use hashtags #LakeLoopChallenge #ThisIsHowILakeLoop #LoopOn
- Share away! Make it a goal to post about the event weekly. During the event itself October 1 to October 11, make it a goal to post daily about your participation. Send emails to close friends and family. Make some personal calls to those who you know would be interested in supporting you and Lake Hopatcong Foundation!
- The more you share, the more you spread the word about protecting our water resources and raise funds to support the Lake Hopatcong Foundation's programs and initiatives. Our lake's health depends on us!

Fundraising Advice

- Start with your own donation! The best way to encourage others to give is to see that you've donated to your own efforts.
- Make sure to tell all your donors that their gift will go directly to the Lake Hopatcong Foundation, a 501c3 dedicated to protecting the lake environment and enhancing the lake experience for all.
- Create or join a team. Training and fundraising is more fun that way!
- It can be difficult to ask people for money. Remember that you are giving people the opportunity to make a positive difference for New Jersey's largest lake!
- Your story about why you are participating is meaningful. The letter included in this packet describes the cause, but the more personal you make it, the more people will relate.
- Mail a personalized letter. Fundraising results often show higher response rates from a personal letter compared to email campaigns.
- Donations don't always come from where you expect, so cast a wide net and make each request personal.
- Create a group text, group email, or Facebook group to share stories and words of encouragement. Encourage your teammates to do the same.
- Don't stop with one request. People are busy, their inboxes are full, and they may miss social media posts. Send additional requests for support to people who did not respond to your initial request and post regularly.

More great ideas...

- Gather names and contact information for your network to ask for donations. Here's a list of common contacts to help you get started: Friends • Acquaintances • Colleagues • Boss • Clients • Alumni LinkedIn • Social media network • Neighbors • Clubs and organizations Church, synagogue, or religious groups • Vet • Doctors • Dentist Hair stylist/Barber • Mechanic • Insurance agent • Lawyer
- Involve friends and family who love and use the lake! Ask your donors if they will join you in your fundraising efforts by asking their friends, families, and companies to support you.
- Use corporate matches to double Your donations. Many companies will match their employee's charitable donations.
- Organize a Peloton ride via Zoom or a donation-based Zoom Yoga Class. Don't have a Peloton? Zoom with stationary bikes or home exercise equipment to benefit your fundraising. How about your favorite yoga studio? Talk with your favorite instructors and perhaps they would be willing to donate a class towards your effort.
- Make personal appeals. If you are planning on asking someone for a significant gift, ask them in person. Make sure the time is right. Consider treating your prospective donor to a socially distanced lunch. Be prepared to talk about the event, what the Lake Hopatcong Foundation is working on, and how much it means to you. Ask for a specific amount of money and aim high. Once you have asked for a gift do not apologize or make excuses. Remember that you are not asking for yourself but for their support to improve Lake Hopatcong. It may be hard to keep quiet, but just WAIT for a response. Your donor will be impressed that you have the courage to ask them in this way. People like to be perceived as successful, and they like to be asked for a significant contribution.

- Request donations in lieu of special occasion gifts. For a birthday, anniversary or holiday - ask that a donation be made to your Lake Loop fundraiser.
- Send thank you notes. Remember to send thank you notes to all your donors! For an extra touch try a handwritten note. This little effort will keep your donors connected to you and they will support you year after year.
- Promote yourself in your community publications. Let the media know that you are participating and why. Local media outlets are very receptive to hearing about the lives of the residents in their communities.
- Ask your company to support you. Talk to your boss or human resources director. See if your company will make a corporate contribution, match everything you raise, sponsor a fundraising event, publicize your ride in the company newsletter, and/or sponsor a corporate team.
- Use your social media networks. Create a fan base from your friends on Facebook. Ask each of them to skip their morning cup of joe and give \$5 to your Lake Loop fundraiser! Tweet updates from your training and fundraising activities. Invite friends and family to join you for a ride or for a donation. Make a video about your journey and why it's important to you, maybe it will go viral!

Samples

INDIVIDUAL FUNDRAISING LETTER

Subject: Guess what I'm doing from October 1 to October 11?

Hi! As you might know, <YOUR CONNECTION TO THE LAKE>.

In order to show my love and support for Lake Hopatcong, I am participating in the Lake Hopatcong Foundation's Virtual Lake Loop from October 1- October 11th. This virtual fitness challenge will help keep both myself and Lake Hopatcong healthy and vibrant by raising funds for the Lake Hopatcong Foundation and getting me moving! The Lake Hopatcong Foundation is a 501(c)(3) that dedicates itself to protecting the lake environment and enhancing the lake experience, bringing together public and private resources to encourage a culture of sustainability and stewardship on and around New Jersey's largest lake, for this and future generations. It will be my personal goal to reach <INSERT YOUR GOAL AND WHAT ACTIVITY OR ACTIVITIES YOU WILL DO>. I have pledged to raise <PUT IN \$100 OR YOUR PERSONAL FUNDRAISING GOAL> by October 11th!

Interested in knowing where your money goes? The Foundation encompasses a variety of programs and initiatives that impact the lake. Below are a few focus points:

- **Environment:** Preventing the spread of invasive species, partnering with other organizations on algae-bloom prevention projects, hosting lake-wide cleanups, and more!
- **Education:** Bringing hundreds of students to Hopatcong State Park for the spring field trip program and running educational sessions on "Study Hull," the LHF Floating Classroom.
- **Community:** Hosting events and exhibits at the restored Lake Hopatcong Train Station, which now serves as the LHF Environmental & Cultural Center and organizing the annual Lake Hopatcong Block Party to celebrate the four towns around the lake, their businesses and organizations.
- **Safety:** Programs include partnering with the State Police, implementing a dock numbering program, and conducting courtesy patrols and dangerous boating signage campaigns.

- Recreation: Working with local towns and groups to develop a trail system around the lake.
- AND MUCH MORE! Visit lakehopatcongfoundation.org for more information!

I hope you can join me on this virtual journey by donating to my campaign or by joining my team. The link is below. You can also mail a check made out to Lake Hopatcong Foundation at 125 Landing Road, Landing NJ 07850. Please note my name and 'Lake Loop' in the memo field. All contributions are tax-deductible. <INSERT LINK TO YOUR Classy FUNDRAISING PAGE HERE>

Also, follow me on the Lake Loop's Strava club to see my achievements at <https://www.strava.com/clubs/lakeloop>. This week I will be <Riding/Running/Paddle/Crossfit # miles> to prepare for the Lake Loop. Now if that is not motivation, I am not sure what is! Thanks for your support, I am so excited to be able to do this!

Sincerely,
<INSERT YOUR NAME>

SOCIAL MEDIA POSTS (Use any or all!)

Option 1:

Help me raise funds for Lake Hopatcong by supporting my Virtual Lake Loop Challenge! I have committed to <INSERT ACTIVITY HERE ex. Cycling> <#> hours a day from October 1 to 11 and hope to raise <INSERT fundraising goal> towards the programs and initiatives of the Lake Hopatcong Foundation. To donate or learn more, click on my fundraising page below!
#LakeLoopChallenge #ThisIsHowILakeLoop

Option 2:

I'm getting active while ensuring Lake Hopatcong is also healthy and vibrant! I'm challenging myself to participate in Lake Hopatcong Foundation's Virtual Lake Loop Challenge from October 1 to 11! During this week, it's my goal to <INSERT ACTIVITY HERE ex. Cycling> and raise funds to support New Jersey's largest lake! To learn more or donate, click on my fundraising page below! #LakeLoopChallenge #ThisIsHowILakeLoop

Option 3:

Please support NJ's largest lake and me on a quest to be healthy! The Lake Hopatcong Foundation needs our help and support to ensure the quality and health of Lake Hopatcong now and for future generations. For my own health and wellness, I plan to < INSERT YOUR GOAL>! To donate and learn more, click on my fundraising page below! #LakeLoopChallenge #ThisIsHowILakeLoop

Option 4:

Will you help me with my goal of a healthy Lake Hopatcong and a healthy community? Please consider donating to my Virtual Lake Loop Challenge fundraiser below! #LakeLoopChallenge #ThisIsHowILakeLoop