

# RIDE


for SmileTrain



FUNDRAISING  
GUIDE

MARCH 4–6, 2022 | Scottsdale, Arizona

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Over the last 20+ years, Smile Train's sustainable and local model has supported safe and quality cleft care for more than 1.5 million children in 90+ countries. Beyond surgery, Smile Train is committed to treating the whole patient through programs that provide access to comprehensive cleft care services. Smile Train is able to provide these lifesaving surgeries and other forms of essential care only because of the dedication of our supporters around the world. By joining RIDE for Smile Train, you are showing your commitment to becoming one of the heroes who make our work possible. **THANK YOU.**



**1.5M+**

Smile Train-supported cleft surgeries since 1999

**90+**

countries where Smile Train has helped children

**2,100+**

empowered medical professionals



**30,000+**

Smile Train-supported cleft training opportunities

**1,100+**

partner hospitals

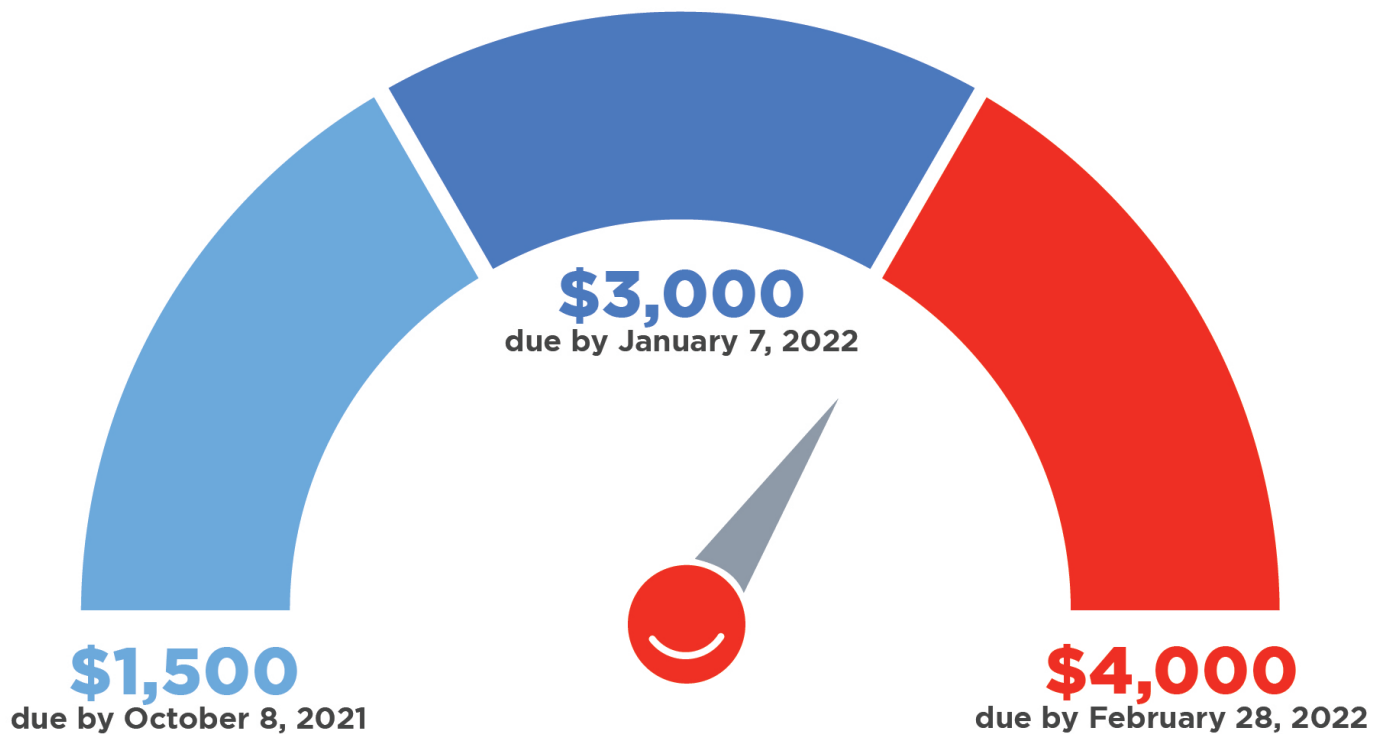
**1 Goal:**

To give every child with a cleft the opportunity for a healthy, productive life

# Fundraising Requirement and Benchmarks

All RIDERS must raise a minimum of **\$4,000 by February 28, 2022**. To help you reach your minimum, we have established fundraising benchmarks. They are here for your benefit.

**Benchmark One: \$1,500 due by October 8, 2021**  
**Benchmark Two: \$3,000 due by January 7, 2022**



If you register for the 2022 RIDE for Smile Train after a benchmark or less than sixty (60) days before a benchmark, you will not be required to satisfy the next benchmark, but will be responsible for the full amount of the benchmark at the subsequent deadline. For example, if you register on September 1, your first installment deadline will be January 7 for \$3,000.

\*Should you need to withdraw from RIDE for Smile Train for any reason, you must do so before December 10, 2021. This date correlates with the schedule of cancellation penalty payments to our vendors. Penalty fees significantly impact the fundraising dollars that go toward helping children and families in need. If you withdraw after December 10, 2021, we will require that you still meet your fundraising minimum commitment. If you register after this date, you have 48 hours to withdraw before becoming fully committed to the minimum.

If you have any questions about the RIDE for Smile Train Fundraising Requirement or Benchmarks, please contact our staff at [ride@smiletrain.org](mailto:ride@smiletrain.org).

# 'SMILE' Fundraising Incentives

We challenge our RIDERS to raise above and beyond our \$4,000 fundraising requirement. The more funds we raise, the more lifesaving surgeries and comprehensive care we can sponsor for children with untreated clefts!

There are five Fundraising Incentive Levels, and each one unlocks exclusive swag and experiences. When you reach the final level, you will have created a 'SMILE'!



 **SMILE** Fundraising Levels

**Support** \$5,500  
Ground transportation to/from airport and hotel\*  
RIDE for Smile Train sunglasses  
Cycling vest

**Motivate\*** \$7,500  
Invitation to event weekend exclusive VIP reception  
RIDE for Smile Train backpack  
VIP basket

**Inspire\*** \$10,000  
Special 2nd cycling jersey  
Custom-wrapped helmet

**Lead** \$20,000  
A life changing experience on a Journey of Smiles

**Empower** \$25,000  
Journey of Smiles with flight included

\*To guarantee ground transportation, and the 'Motivate' and 'Inspire' Level items upon arrival, you must reach these fundraising levels on or before February 14, 2022.

# Fundraising as a Team

When you're part of a team, not only can you RIDE together come event day, but you can also help each other achieve your fundraising goals leading up to it! Put your heads together to come up with creative group fundraising activities — sharing connections and networks of donors will help every team member reach their fundraising requirement in no time. Check out our [Team Captain Guide](#) to learn more about setting up a RIDE for Smile Train team and all the great benefits of participating as a team.



# R.A.R.A Fundraising

**R.A.R.A.** Fundraising is a four-step method to help you meet and exceed your fundraising goal.

## 1. READY

Plan. Just like you might create a physical training plan to get ready for the RIDE, you also need to take the time to create a fundraising plan.

Think big. As soon as you register for RIDE for Smile Train and set your fundraising goal, everyone you interact with becomes a potential donor. Take some time to sit down and create a list of people who may be willing to contribute to your efforts. We recommend you start with:



- **Family and friends**
- **Current or former colleagues and classmates**
- **Your cycling or triathlon club**
- **Your professional, volunteer, or religious networks**
- **Your social media connections**

Personalize. Once you have brainstormed your list of potential donors, practice telling your story by asking yourself the following questions:

- 1. Why did I make a commitment to fundraise for RIDE for Smile Train?**
- 2. How are these donations going to make an impact? (Check out our patient stories here to learn more about how Smile Train makes a tangible difference in the lives of children with clefts.)**

Update your fundraising page with your story and photos. Personalized pages are always more successful than generic ones!



# R.A.R.A Fundraising

## 2. ASK

Fundraisers with the most success have one thing in common: They ask as many people as possible for support. Don't be afraid to ask — from the moment you sign up, it's time to start talking with potential donors!

Start by creating an email or mailing list of the people you identified in step one. Once you have this list, you're ready to write your first fundraising email or letter. While drafting this letter, ask yourself the following questions:



- What is Smile Train and how do the funds I'm raising support the cause?
- What is RIDE for Smile Train and why am I participating?
- Why is this cause important to me?
- What is my fundraising commitment and how much progress have I made?
- How can a donor support me?





**Dear (name),**

I want to share some exciting news! From March 4-6, I will be participating in the first-ever RIDE for Smile Train! The RIDE is a two-day cycling event in Scottsdale, Arizona. I'll be joining other RIDERS from around the country as we turn our miles into smiles to raise funds for the world's leading cleft charity, Smile Train.

As I set out on my journey, I have pledged to raise (fundraising goal) for Smile Train and the many children living with untreated clefts around the world whose families cannot afford the care they need. Through your support, we will be able to provide not only free cleft surgery, but also free speech services, orthodontics, nutritional support, and the other essential services they need, giving them not only a new smile, but a second chance at life.

Babies born with clefts are often forced into lives of isolation, sickness, and shame — and will sometimes even die of malnutrition. Cleft surgery is safe, takes as little as 45 minutes, and saves lives. Yet it is out-of-reach for millions of children around the world because their families either don't know treatment exists or are unable to afford it.

Another baby is born with a cleft every three minutes. With your help and the help of Smile Train, we can give them all the opportunity to live and thrive.

Join me as I support Smile Train and RIDE to save these children's lives. Please visit my secure, personal fundraising page to make a donation and help me reach my goal of (fundraising goal).

**(Fundraising page link)**

If you feel more comfortable sending a check, please include my name and "RIDE for Smile Train" in the memo line or an accompanying note so that Smile Train knows to add it to my fundraiser. All donations can be sent to:

**Smile Train**  
**Attn: RIDE for Smile Train**  
**633 3rd Ave, 9<sup>th</sup> Floor**  
**New York, NY 10017**

Thank you again for all your support  
and for helping me change the world, one smile at a time!

**(Your Name)**



# R.A.R.A Fundraising



## 3. REMIND

As you fundraise, you'll encounter donors who are willing to donate but forget to follow through — on average, it takes three asks. That's why it's important to remind people that they promised to support you.



Share an update on your progress-to-goal at certain milestones—when you hit 25%, 50%, 75% — and as you approach your fundraising benchmarks. Share details about your experiences so far and what you're looking forward to. This is also a great opportunity to thank everyone who has already donated to your efforts and offer a gentle reminder to those who haven't yet.

**Hi (name),**

I just wanted to remind you about the RIDE for Smile Train I am participating in this March. Have you heard about the amazing work Smile Train does? They are an international children's charity that provides training, funding, and resources to empower local medical professionals in 70+ countries to provide 100%- free cleft surgery and comprehensive care in their own communities.

I have committed to raising [\$4,000] for Smile Train and I am halfway to my goal! It would be awesome if you would support me. You can check out my fundraising page to learn more about my journey to turn miles into smiles (fundraising page link).

Thanks for your support!

**(Your Name)**



# R.A.R.A Fundraising



## 3. APPRECIATE

As time-consuming as it can be, nothing is more important than taking the time to personally say thank you to everyone who supported you. Remember, you can access information on all of your donors through your fundraising page under the 'Donations' tab.



Thank and update donors leading up to your event and again after your event. Don't forget to include a photo of yourself at RIDE for Smile Train.

**Hi (name),**

I just wanted to send you a quick note to thank you for supporting my RIDE for Smile Train journey. I certainly could not have done it without you! With the generous support of people like you, we were able to change the lives of countless children living with untreated clefts. With your help, I met and exceeded my fundraising goal, raising [your fundraising total], and the entire RIDE raised over [RIDE fundraising total]! But this experience has gone beyond simply raising funds; it means so much to see my community rally together to help support this cause, and you were a big part of that, too. Again, thank you! Your support means so much to me and I truly appreciate your generosity.

Sincerely,

**(Your Name)**



# Get Social



## Facebook

Make a Facebook fundraiser from your Smile Train fundraising site. You can set this up directly from the 'Dashboard' section of your fundraising page.



## Instagram

Share photos of yourself training for the RIDE and repping RIDE gear. You can share photos of Smile Train patients, too, so your followers can see what you're raising funds for. Be sure to put your fundraising link in your profile.

Follow **@smiletrain** and **@rideforsmiletrain** and tag us in all your posts. Use **#RIDEforSmileTrain!**



## Twitter

Put the link to your fundraising page in your bio and tweet updates about your training and your fundraising progress.

Follow **@smiletrain** and **@stteamempower** and tag us in all your posts. Use **#RIDEforSmileTrain!**



## LinkedIn

Share your fundraising page on LinkedIn and include what you've learned from fundraising and how it's impacted you personally.



Ask your family and friends to repost your fundraising campaign on their own social media platforms. This will increase your reach far beyond just your own network. Plus, it's a great way for people to support you even if they are unable to contribute financially.

# Quick Tips



Donate to your own campaign to show your commitment and inspire others. You can set up monthly recurring donations on your page. Set it and forget it and watch your total grow each month!



Double your impact! Many employers will match their employees' donations to certain nonprofits — check [here](#) to see if your or any of your donors' employers offer this program.



Add your fundraising link to your email signature. The more places you can share your goal, the better!



Get some gear for your fundraising event. Request fundraising materials such as donation boxes, stickers, and pamphlets [here](#). And download logos, images, and a Smile Train PowerPoint [here](#).



On RIDE day, bring a small sign or poster that says, “Thank you!” Be sure to take a picture of yourself holding the sign at some point during the day — maybe near the finish line. Add this photo to the thank-you note you send to donors after your race!



# Fundraising in Your Community

A few ideas on how to use your community connections to reach your fundraising goal.

## WORKPLACE FUNDRAISERS

- Do you work in a formal office? Ask your manager if you can host a jeans day and ask for donations from your colleagues to participate.
- Ask if you can host an “envelope fundraiser.” Hang a grid of envelopes up on a bulletin board or wall and write a dollar amount inside of each. Participants choose an envelope at random and donate the amount of money listed inside.

## COMMUNITY FUNDRAISERS

- Host a **Dine to Donate** event at a local restaurant! Lots of restaurants include online orders in their fundraisers now.
- Use your skills. Offer your homemade baked goodies for a donation or mow someone’s lawn. Get creative!
- Host a trivia night or happy hour at a local bar or brewery. Ask management if it can be a ticketed event where the cost of a ticket or the proceeds of a drink special go toward your goal.
- Host an auction. Ask local businesses to donate gift cards or items and then have friends and family bid on them.
- Have a garage sale! Go old school and host it in your driveway, or use Facebook Marketplace or another online tool to get rid of old items and bring in some funds.
- Wash cars or bikes! This tried-and-true fundraising event is sure to get you closer to your goal.

## ACTIVITY/WORKOUT FUNDRAISERS

- Invite your donors to train alongside you at a cycling, fitness, or yoga class! Ask your studio or instructor to host a donation-based class to get everyone involved.
- Host a Paint Night! Reach out to your local painting studio about hosting a Sip and Paint or Paint Night fundraiser.
- Have a 50/50 raffle. Winner gets 50% of the pool and the other 50% goes toward your fundraising goal.



**RIDE**  
for SmileTrain

**CONNECT WITH US!**

 Follow us on Instagram @rideforsmiletrain

 Like @SmileTrain on Facebook

 Email us at [ride@smiletrain.org](mailto:ride@smiletrain.org)

 [mysmiletrain.org/event/RIDEforSmileTrain](http://mysmiletrain.org/event/RIDEforSmileTrain)