



We count on all cyclists to fundraise. We'll be with you every mile to help you cross the finish line and will provide the online tools to make it easier and more fun than ever to raise money for this important program. Together, we can give teens the world!

Here are a few proven tips to get the wheels in motion:

1. Ask early and ask often

There's no time like the present, and results show the sooner you start, the more you'll raise.

2. Know your networks

Make a list of every person you know: friends, family, neighbors, acquaintances, and business associates. You have just created your donor list. Need extra help? Use the Know Your Networks worksheet.

3. Aim high

Set a personal fundraising goal that inspires and challenges both you and your supporters to help achieve the collective UrbanPromise goal—it's going to require everyone's best effort!

4. Ask far and wide

Many people think the initial ask can be difficult, but it's easier if you tell everyone WHY you are doing what you are doing. The excitement is contagious, and your story will inspire others. Your commitment and passion will be the reason they choose to donate! Remember, you aren't asking them to give you money: you're giving them an opportunity to make a difference in the world through your participation in Pedal for Promise.

5. Double your money with matching gifts

Many employers offer matching gift programs. Your \$50 donation could turn into \$100 just by asking your human resources department for a matching gift form! Check to see if your company matches gifts. Contact your human resources department to double-check. Remind friends and family who support you to do the same.

6. Email signature

Change your email signature to drive donations: include a short note (for example, I'm pedaling for Promise!) and a link to your fundraising page.

7. Be creative

Have fun, and ask everyone you know or meet to help support your effort. The number-one reason people donate is because someone asked them!

8. Be ready to educate

People may have questions. Luckily, we have lots of answers. Check out these facts about UrbanPromise and Camden.

- UrbanPromise is a community-based nonprofit that serves 600 children and teens each year. We seek to fulfill our mission through after-school programs, summer camps, two private schools, teen job training, and experiential learning.
- UrbanPromise Academy offers Camden youth a unique educational opportunity with a low teacher-to-student ratio, a family-style learning environment, an emphasis on community service, and experiential and expeditionary learning.
- UrbanPromise Academy currently boasts a 100% graduation rate, with 93% of graduates entering college.
- It costs UrbanPromise \$7,500 to educate a high school student for one year.
- The Academy's extracurricular opportunities include the school's Elite Cycling Team, UrbanTrekks, Urban BoatWorks, and Students in Action (SIA).
- UrbanPromise Academy students travel 5,000 miles throughout the country, exploring new lands, engaging with diverse communities, and learning more about themselves in the process.
- UrbanPromise has inspired replications around the country and across the globe. UrbanPromise sites now exist in Wilmington, DE; Trenton, NJ; Miami, FL; Vancouver, BC; Toronto, ON; Honduras; Malawi; and Uganda.
- The city of Camden, New Jersey is repeatedly ranked as one of the poorest and most violent cities in the country. Nearly 40% of the 77,000 residents live below the poverty line, and fewer than 60% have graduated from high school.
- More information about UrbanPromise is available at www.urbanpromiseusa.org.