

Tour De Streets 2026 Fundraising Toolkit

Tour De Streets 2026 Fundraising Guide

Thank you for registering for Tour de Streets 2026! We're thrilled you're joining us on October 24th to celebrate safer streets and honor the lives of Bob Zeeb and Louisa Gag. Your fundraising efforts make a real difference, as every dollar raised helps LivableStreets fight for the infrastructure changes our community deserves. Here is our fundraising guide of how to ask for support from your network:

1. Email Template

SUBJECT LINE:

"Join me for Tour de Streets 2026 – A Safer [Boston/your neighborhood/city] Starts Here"

"Help me fundraise for safer streets this October 24th"

"I'm [riding/walking] for safer streets – will you help?"

EMAIL BODY:

Hi [name/business],

I am [riding/walking] in Tour de Streets on Saturday, October 24th, and I'm fundraising to support safer streets in the Boston area, from protected bike lanes to traffic calming to pedestrian-friendly infrastructure. This event honors the advocates we've lost: Bob Zeeb, an avid cyclist who passed away in 2009, and Louisa Gag, who was killed while biking in Boston this past July. Every dollar raised funds the infrastructure changes our community needs to keep people safe.

Will you donate? Even \$5 helps fund LivableStreets' work to make our streets safer for everyone, from protected bike lanes to traffic calming to pedestrian-friendly design.

[insert your individual/team donation page link]

If you can join me on October 24th I'd love to see you there! You can [register here](#) for the bike ride, walking tour, and celebration at the LivableStreets office at 100 Sidney Street, Cambridge from 10:30-2:30 PM

Thank you for supporting safer streets!

[Your name]

2. TEXT MESSAGE TEMPLATE

Hey! I'm [riding/walking] in Tour de Streets 2026 on Oct 24th to raise money for safer streets in the Boston area. Every \$ I raise will help LivableStreets fight for bike lanes, infrastructure updates, green space, and safer neighborhoods! If you're able to donate, here's the link to my fundraising page: [your individual/team donation link]

And if you're free on Oct 24th, I'd love for you to join me! You can register for the event here:

<https://secure.ggiv.com/event/tourdestreets2026/register/form/registration>

3. TOUR DE STREETS SOCIAL MEDIA STORY FRAME

We've built a custom Instagram frame tool that lets you create branded Tour de Streets graphics to share on your story.

1. On your phone, click the link below to create your personal fundraising image with a selfie or a picture of your team!

[Tour De Streets Instagram Story Creator](#)

2. Click "Download" to save to your phone
3. On Instagram or Facebook, post your new photo on your feed or story, and add your personal/team fundraising link in the story

Tag @streetsboston and use hashtags: #TourDeStreets2026 #SaferStreets #BostonBikes

FUNDRAISING SUCCESS TIPS

- Mention why safer streets matter to you
- Always include a direct link to your fundraising page
- Send thank-you message to people who donate
- Repost on social media as you get closer to your fundraising goal
- Use the Instagram frame tool to post photos from your rides and walks up until October 24th

QUESTIONS?

Have trouble accessing the frame tool?

Want help with your fundraising page?

Questions about the event?

Email us: info@livablestreets.info

See you on October 24th!

The LivableStreets Team

<https://www.livablestreets.info/>

EVENT DETAILS:

- 100 Sidney Street, Cambridge, MA
- Saturday, October 24 ■ 10:30 AM – 2:30 PM
- [Tour De Streets Page](#)
- [Registration](#)

