



BUILD YOUR LIST & SEND YOUR FIRST MESSAGES

The most effective way to raise money is to personally ask people to support you. Start with people who already know you, tell them why you are riding, and make a clear request.

START WITH 25-50 PEOPLE

Set aside 30 minutes and build a list of at least 25-50 people:

- Past Chefs Cycle donors
- Friends and family
- Current and former colleagues
- Clients, vendors and professional partners
- Neighbors and community contacts
- People you know through restaurants, hospitality, cycling, fitness or other shared interests
- Anyone who cares about children, food access or the No Kid Hungry mission

Start with the people most likely to respond. Track who you contacted, whether they responded and when to follow up.

MAKE IT PERSONAL

Choose the channel that fits the relationship:

- Text or call close friends and family.
- Send individual emails to personal and professional contacts.
- Use a small, segmented BCC email when individual outreach is not practical.
- Use social media to reinforce direct outreach, not replace it.

The templates provide a starting point. Before sending, add a few personal sentences about why you are riding, what makes the challenge meaningful or why you thought of asking that person.

MAKE A CLEAR ASK

Your message should explain:

1. What you are doing
2. Why it matters to you
3. What you are asking the person to do
4. How they can donate – always include your fundraising link

Ask for a specific amount when it fits the relationship. A clear request is easier to answer than a general invitation to help.

Example:

I'm riding in Chefs Cycle this June and raising \$4,500 for No Kid Hungry. This mission matters to me because [YOUR WHY]. Would you consider making a gift of \$100 toward my campaign? You can donate here: [FUNDRAISING LINK]

FOLLOW UP

If someone has not responded, follow up seven to ten days after your first message.

Keep it short. Include your fundraising link again and add one new detail, such as a training update, fundraising milestone or upcoming deadline.

Continue sharing updates throughout the campaign, but give people a new reason to pay attention each time.

THANK YOUR DONORS

Thank every donor promptly and personally. Keep them involved by sharing occasional updates, your ride experience and what their support helped make possible.