

6th Annual

AMBUCS Trek for Trykes



5K Walk and 1-mile Fun Walk
Downtown Memphis - Saturday, July 23rd

2011 Walker's Handbook

Welcome!

I am so glad you decided to join me this July at the 6th annual Trek for Trykes. I am excited about this fun event and especially being able to provide funds to purchase AmTrykes!

The basics:

The Trek for Trykes is being held in conjunction with the 2011 AMBUCS National Conference in Memphis, Tennessee. It will take place on Saturday, July 23 at our host hotel Memphis Marriott Downtown starting at 8 AM **sharp**. There will be something for everyone as there will be a 5K (3.1 miles) walk and also a 1K (.62 miles) fun walk.

Participants/Teams are asked to raise a minimum of \$50 to participate but are encouraged to aim for a goal of raising \$250 or more in donations. Proceeds from the event will aid in the purchase AmTryke® therapeutic tricycles for individuals with disabilities. This year, Memphis area AMBUCS chapters and participants have the option to keep funds raised for local projects.

If you haven't already, be sure to register for the event! You can do by contacting John Maynard at Johnm@ambucs.org or (336) 852-0052 ext 11. Once you've registered, your next step is to begin fundraising!

Your next step should be to setup your own personalized online fundraising website. It's so easy! Go to: www.active.com/donate/trek2011 and click on "Become a Fundraiser" at the top of the page. This is a really cool tool that I know you will love to use. You can use this site to send e-mail messages to anyone who you think may donate, track your progress and even let your donors make donations quickly and easily.

*Please remember that a **donation form (page 8) must accompany all donations not made online** if the donor wants to receive a receipt for tax purposes!

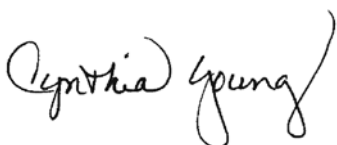
Whether or not you chose to use the on-line fundraising tool, this handbook has all of the information you need to reach your goal of \$250. Inside you will find information on how to fundraise, 10 ways to raise \$250, sample letters, donation forms and much more!

Don't forget the prizes!

At the end of the walk, prizes will be presented to both the individual and the team who raised the most money. The individual winner will receive an eReader and the winning team will be awarded a \$150 Visa Gift Card.

I look forward to sharing this FUN event with you in July! I just can't wait to see all of us walking to promote the AmTryke project and raising the money to help kids who need them. Remember if you have questions as you fundraise, you can always contact the AMBUCS Resource Center at ambucs@ambucs.org or at (800) 838-1845.

See you in Memphis!



Cynthia Young, Past National President 2011 Trek for Trykes co-chair

TREK FOR TRYKES

The facts...

WHAT

Annual Trek for Trykes 5K walk & 1-mile fun walk

WHEN & WHERE

Saturday, July 23, 2011 at 8AM **sharp**
2011 AMBUCS National Conference
Memphis Marriott-Downtown



WHO

You! Anyone can participate in the walk-a-thon: AMBUCS members, spouses, guests and friends of all ages and abilities. Past National President Cynthia Young and Longview Too chapter member Carmela Davis will serve as co-chairs for this event.

WHY

Funds will be used to purchase AmTryke® therapeutic tricycles for local individuals with disabilities. The event will be a FUN way to raise money and awareness for the AmTryke program, featuring prizes for the walkers who raise the most money!

HOW

Walkers are asked to raise a minimum of \$50 to participate. Walkers are encouraged to aim for a goal of raising \$250 or more in donations, with all donations raised and collected prior to the event. You simply register for the Walk-a-Thon when you register for the National Conference or by contacting John Maynard at johnm@ambucs.org.

DETAILS

The walk-a-thon will be held **rain or shine!** Don't forget to wear comfortable clothes and shoes to the event. Shorts and short-sleeved shirts may be best for outside activity in July! Children are welcome to participate.



FUNDRAISING 101

Congratulations on deciding to participate in the 6th Annual Trek for Trykes! But now, how are you going to raise the \$250 before July 23rd? Here are some ideas:

ASK

The face-to-face ask is the most personal approach when asking for large donations. Describe the purpose of the walk-a-thon and explain what it means to you. Then encourage them to donate whatever they can, every dollar will count towards your goal. Talk to friends, family, fellow chapter members, your neighbors, your dentist, your hair stylist or anyone. Try asking members of your church and co-workers. Even complete strangers are potential donors, you just have to ask!

SEND A LETTER or EMAIL

Your address book is a great resource for potential donors! A personalized letter or email is perfect for out-of-town friends and family. Describe the AmTryke project and the purpose and details of the event. Remember to also state your personal reasons for participating. Keep it short and sincere, and people will respond. Writer's block? You can find a sample letter enclosed in this packet.

START DIALING

A phone call is a quick, simple way to ask for donations from those people you might not feel comfortable sending a letter or email, but are unable to meet with face-to-face. Be friendly and casual, and remember to remain gracious and sincere. If they agree to donate, show your appreciation by sending a thank you note.

NETWORK

This is a great, effective way of expanding your donor base. Every time you secure a donation, ask that person if they will pass along a pledge form or forward your email on to people in their address book. Asking close friends and family to spread the word about your fundraising efforts will help you increase donations and achieve your goal!

BE CREATIVE

Don't be afraid to think outside-the-box! Consider:

- asking your favorite local restaurant to place a jar at the register for change donations
- asking local groups, such as professional or religious organizations, if you can make a presentation at their next meeting
- hanging a poster at work that charts your progress
- holding a garage sale, bake sale or car wash to raise money
- asking the local movie theater to donate tickets and sell them for donations
- seeing if your hometown newspaper or church and school newsletters will write a story about you, highlighting your fundraising efforts and the purpose of the Walk-a-Thon

Remember, every dollar counts... so get out there & fundraise!

Ten Ways to Raise \$250 (or more!)

1. Make your own \$25 contribution
2. Ask your significant other to also contribute \$25
3. Ask your mother or father to contribute \$25
4. Ask your best friend to contribute \$25
5. Ask your boss to contribute \$25
6. Ask your best friend at work to contribute \$25
7. Ask your sister or brother to contribute \$25
8. Ask a fellow chapter member to contribute \$25
9. Ask an aunt, uncle or cousin to contribute \$25
10. Ask a businessperson you support to contribute \$25

Want to raise more than \$250? How about asking:

- *Good friends and relatives who are on your holiday card mailing list*
- Your co-workers
- Local businesses in your community that you have supported over the years
- Your accountant, lawyer, physician and anyone else who provides you with professional service
- Business associates (customers, vendors, suppliers, consultants)
- **Clubs, church, teams**

Two Important Things to Remember...

Thank You's

Show your appreciation!

Before heading to Memphis, make sure you have thanked all those who have supported you. Send thank you notes to each donor, whatever the amount contributed. It is so important that your donors feel appreciated and valued.

Remember that a positive experience for a donor will encourage them to donate again in the years to follow!

A sample thank you note is enclosed for your reference.



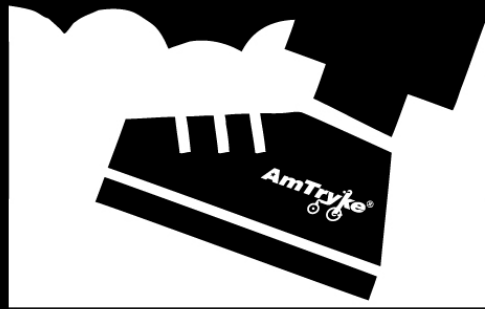
Follow-Ups

Tell them how it went!

Once the walk-a-thon and National Conference have ended in July, your job as a walker is not finished! Take the time to send out letters, emails or a mass newsletter to let your donors know how the event went. It is great idea to include photos and a brief summary of the day's activities. Be sure to share your experience with them and thank them again for their contribution.

Emphasize to donors that without their donations, none of it could have been possible!

AMBUCS Trek for Trykes



5K Walk and 1-mile Fun Walk
Downtown Memphis - Saturday, July 23rd

2011 Donation Form

Participant/Team you are sponsoring:

You can mail this form with your donation to:

National AMBUCS
Attn: Trek for Trykes
PO Box 5127
High Point, NC 27262

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Contact Information

Name: _____

Business Name (for corporate donations): _____

Street Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: (____) _____ - _____ Email: _____

I'd like to receive information from National AMBUCS and AmTryke

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Level of Donation (check one)

- AmTryke Champion...\$500 – This will fund one AmTryke for a child
- Rock Star.... \$250
- Platinum Record...\$100
- Gold Album...\$25
- One Hit Wonder... \$10

**All donations are
tax deductible!**

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Payment Options

- Cash (Do NOT mail cash – send with this form to participant/team you are sponsoring)
- Personal check (Make checks payable to National AMBUCS, indicate "Trek for Trykes" on memo line)
- Credit Card *Circle One:* MasterCard VISA American Express

Credit Card #: _____ Exp. Date: _____

Security Code: _____

By signing, I am agreeing to the terms I selected above.

Signature: _____ Date: _____

**For more information please contact John Maynard at
(800) 838-1845 or e-mail johnm@ambucs.org**

Questions about donations

Do I need to send in my donations ahead of time or can I bring them to Memphis with me?

It is preferred that you send your donations to the AMBUCS Resource Center ahead of time. If sending them in, you must make sure they are **received before Friday, July 1st**. If you cannot send your donations in ahead of time, bring them with you to Memphis and hand them in to the AMBUCS Conference Office on Wednesday, July 20th. **You can use the online fundraising tool and bypass this whole process!*

Can I accept cash donations?

Yes, all donations are welcome! Obviously cash donations also cannot be made online and cannot be sent in ahead of time. If you do have cash donations, you must turn them in to the AMBUCS Conference Office on Wednesday, July 20th.

If I send in my donations, what is the best way to ensure that they are credited to me?

The best way is to use the on-line fundraising tool! Go to: www.active.com/donate/trek2011 and click on “Become a Fundraiser” at the top of the page. You’ll be able to track who you send requests to and if they made a donation as well as keep track of your fundraising progress.

If you are not using this on-line tool, make sure that each donation is accompanied with a donation form. This also helps ensure that donors receive the proper receipts. If sending donations in, make sure that they are received prior to the deadline of **Friday, July 1st**.

Do I need to submit a donation form for every donation?

A donation form must accompany **each** donation **NOT** given online.

Will my donor get a tax-deductible receipt for their contribution?

Yes. Receipts for online donations for online gifts receipts are generated automatically and will be sent via email. For all other donations who submitted a donation form with their gift, receipts will be sent after the Trek for Trykes event. If a donor included an e-mail address on the donation form, then receipt will be sent electronically.

If I cannot participate in the event, will my donors be refunded for their contributions?

No. All donations are non-refundable. The donations that you raise, regardless of whether or not you participate, will still be used to provide AmTrykes for children who need them.

Are all donations tax-deductible?

Yes, all donations are tax-deductible!

Who should checks be made out to?

Checks should be made out to National AMBUCS, with “Trek for Trykes” indicated on the memo line.

A donor is requesting a tax ID number (or EIN number). What is that and how can I get it?

A tax ID number or EIN number identifies AMBUCS as a non-profit organization. Many donors will request this number to validate their donation as tax-deductible. AMBUCS’ tax ID number is 56-0715171.

A donor is requesting a 501(c)3 letter, what is that and how can I get a copy?

The 501(c)3 letter is proof that AMBUCS is recognized as a non-profit organization by the federal government. You may download a copy of this federal tax exempt letter by going to www.ambucs.org/admin-documents and clicking on “Federal Tax Exempt Letter” under the “Chapter Resources” section.

[Sample Appeal Letter]

Dear Friend:

I have some exciting news!

I have made a special commitment to walk in the 6th annual Trek for Trykes on July 23 in Memphis, Tennessee. It's a 5K walk-a-thon and 1-mile fun walk to benefit the AmTryke program for National AMBUCS, Inc.

But, I need your help!

As a walker, my goal is to raise \$250. Every dollar raised will go towards providing AmTryke therapeutic tricycles to individuals with disabilities. I would truly appreciate your support in helping me reach this goal. You may make a donation easily online (www.active.com/donate/trek2011) or by filling out and mailing the attached donation form.

This is a wonderful opportunity to help AMBUCS fulfill its mission to help people with disabilities and to make a difference in someone's life.

I hope that you will share this experience with me – by supporting me in my fundraising efforts. It promises to be a rewarding event and a fun time!

Please help me provide kids with disabilities with their first set of wheels!

Best Regards,

Your Name

Walk-a-thon Details:

2011Trek for Trykes

Saturday, July 23, 2011 at 8 am

Downtown Memphis, Tennessee

NOTE: Please make checks payable to: National AMBUCS, indicating Trek for Trykes on the memo line

[Sample Thank You Letter]

Dear Friend:

Thank you!

I wanted to take this opportunity to thank you for sponsoring my participation in the 6th Annual 'Trek for Trykes' in Memphis, TN. I am truly grateful for your support for such a good cause because without your generosity none of this would be possible.

AMBUCS thanks you, as well as all of the kids who will benefit from a brand new AmTryke therapeutic tricycle!

For exclusive photos from the event, go to: www.ambucs.org/photo-gallery.

Thank you again for your donation. I look forward to telling you all about my experience participating in the Walk-a-Thon!

Best wishes,

Your Name