

2024 CPMB Westman Bike Race - 'FUN'draising TOOLS

2024 Celebrating our 30th Annual



Cerebral Palsy STATIONARY bike race



Saturday, April 20, 2024 • Keystone Centre, Brandon

Enriching the lives of CPMB Members and their families has always been our mission.

This year we have some BIG fundraising goals **and...**

We need you to Ride AND Ask!

RIDE your hearts out for 25 minutes AND
ASK everyone you know to DONATE in support of CPMB!

Use these CPMB 'FUN'draising Tools to maximize your donation gathering success!

SHARE! SHARE! SHARE! And don't be afraid to Ask!

People love to support their friends as well as the good cause
you are cycling for! **It's as easy as 1, 2, 3, 4, 5...**

~ 1 ~
Register for
**ONLINE
DONATIONS**



1—Register as a Cyclist on a Team and you'll automatically be enrolled to accept ONLINE DONATIONS. It's easy—SCAN the QR code at left or visit <https://supportcerebralpalsy.ca/Events/WestmanBikeRace/GetInvolved.aspx>

Once you fill in the form and hit **REGISTER**, you will receive two emails:

Email I) Account Setup and Instructions provides a confirmation of registration and an "Activate Account" link — click it to activate your personalized **ONLINE DONATION** link!

Email II) Registration Complete with "Sending Donation Request" email script—**SEE TIP #3 below for more info**—verifies your registration is finalized!

~ 2 ~
**SHARE
why YOU
Ride for CP**

2—SHARE WHY YOU RIDE FOR CP!

Thank you for registering as a Cyclist! **BUT, WHAT MADE YOU DECIDE TO RIDE IN SUPPORT OF CPMB? Do you want to make a difference in the world?**

Or give the gift of independence to a family member or friend with CP?

No matter what reason, make it personal and **SHARE** your motivation for supporting CPMB with your potential donors.

~ 3 ~
**USE the
EMAIL
SCRIPT**

3—Use the SENDING DONATION REQUEST email script

In *Email II—Registration Complete*, you were provided with a "**SENDING DONATION REQUEST**" script.

Feel free to edit and make it your own by adding in why YOU ride and, then **SHARE** widely when requesting donations. Or copy/paste the provided text as follows: (see over...)

~ 3 ~

USE the EMAIL SCRIPT

SHARE! SHARE! SHARE! We encourage you to send emails to family, friends, and coworkers, to request donations. The following is a sample email that you can send, which includes a custom link that will automatically enter your name and team name in the on-line donation form:

Cycle Together for CPMB—It's as easy as riding a bike!

I am participating in the Cerebral Palsy Association's Westman Bike Race and would like to ask you for a donation which will go towards helping individuals and their families affected by Cerebral Palsy (CP). The CPMB Stationary Bike Race is the major fundraiser for the Cerebral Palsy Association which provides services in the form of grants for specialized mobility, communication equipment, computer technology, software programs, scholarships, support and advocacy in the areas such as education, housing, accessibility and human rights. Thank you for considering my request. #CPProud

To donate, go to the following page:

< ***Insert your unique donation link here*** OR share the **CPMB BIKE RACE DONATE** page URL: <https://www.supportcerebralpalsy.ca/Events/WestmanBikeRace/Donate.aspx> >

~ 4 ~

QR CODE Donation GRAPHICS



4—QR CODE DONATION GRAPHICS

When you register as a Cyclist online, you will also receive personalized graphics with your unique QR CODE donation link. SHARE widely on your social media or via email. Make it easy for your donors to support you and CPMB!

To get started, SCAN the QR code at left or visit <https://www.supportcerebralpalsy.ca/Events/WestmanBikeRace/Fundraising.aspx> to download general Westman Bike Race DONATE graphics with a QR CODE for the CPMB BIKE RACE DONATE page <https://www.supportcerebralpalsy.ca/Events/WestmanBikeRace/Donate.aspx>

~ 5 ~

CPMB QUICK FACTS

5—LEARN ABOUT CPMB and HOW DONATIONS CAN HELP

DOWNLOAD & SHARE our **CPMB Quick Facts** to learn more about the Cerebral Palsy Association of Manitoba and, how generous giving supports our Members and the CP Association. Visit <https://www.supportcerebralpalsy.ca/Events/WestmanBikeRace/Fundraising.aspx>

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SPECIAL TIP

SPECIAL TIP—YES, CPMB accepts cheques & cash (even pennies)!

Of course, you can always 'fun'draise old school—**DOWNLOAD** the **2024 PLEDGE FORM** **HERE:** <https://www.supportcerebralpalsy.ca/Events/WestmanBikeRace/Fundraising.aspx> so you can track your fundraising for donors who pay by cash or cheques.

Questions? Contact Susana anytime at bikerace@cerebralpalsy.mb.ca or call 204.915.8844!

The Cerebral Palsy Association of Manitoba receive no government funding and our major annual fundraiser brightens the lives of our Members and helps keep our Association's light on!

THANK YOU! Your generous support enables CPMB Westman to continue to enrich the lives of Manitobans affected by Cerebral Palsy through programs, advocacy, education, and peer support.

