



2025 Rider Guide to Fundraising

Thank you for registering for the 2025 Bike.Build.Home 500 Bike Ride!

Now you are ready to begin fundraising for the Habitat for Humanity affiliate or other affordable housing organization of your choice. To help you achieve your fundraising goal we are providing a web-based service through which you can set up your own personal fundraising page. Donations go through Givebutter and Community Giving <https://givebutter.com/2025BBHFundraising>

NOTE: If you prefer not to use this service you can fundraise on your own. Go to the next page for information on how to fundraising on your own and the responsibilities for this option.

Using Givebutter you can split your total donations between 2 or more organizations by percentage, e.g., you may designate 80% of your donations to go toward your local Habitat affiliate or other AHO, and 20% to go to our Host affiliate (Central Minnesota Habitat for Humanity for 2025). Funds raised via Givebutter will be automatically tracked, and you will not need to provide a separate accounting to BBH 500 at the end of the fundraising period unless you also raise other funds separately.

When you are ready, follow the link provided above, then:

- Scroll down to "Team Members" and click on "Fundraise."
- Follow the prompts to set up your personalized fundraising page. Your personalized page can include your picture, your personal fundraising goal, and your story.
- From your fundraising page, you can invite your friends, family, co-workers, etc., to donate in support of your ride.
- Your invitations to donate can be via mail, email, text, and you can post on your social media. All you need to do is provide the link to your fundraising page.
- Donations can be via credit card, Venmo, PayPal, etc.
- If your donor wants to write a check, it should be made out to "Community Giving" with your name in the memo line. These checks should be mailed to:

2025 BBH500, c/o Ruth Lunde, 6721 Hopi Road, Chanhassen MN 55317.

Ruth will deposit the checks to CommunityGiving.

After the end of our Bike.Build.Home fundraising period (August 31, 2025), the funds at Community Giving will be distributed to the Habitat for Humanity affiliates and AHOs based on your instructions.

If you have questions regarding Givebutter, use the chat support on their website.

Fundraising on Your Own

Some riders, particularly veterans of this event, choose to fundraise on their own. This includes writing letters, sending emails, and direct requests one on one and to groups like churches, clubs and other civic organizations.

Fundraising on your own means you collect the donations, generally by check, and send them to your chosen Habitat affiliate or other AHO.

Some Habitat affiliates can work with you to set up a fundraising page or account through them and then track the funds you raise for them.

Most importantly, fundraising on your own requires you to track the donations you receive and report funds raised to the BBH 500 Steering Committee. Having an accurate accounting of funds raised by all participants is critical to the success of this event and to future events.

Please remember and tell your donors your fundraising goes to non-profit organizations, and so is eligible as a tax deduction.

Writing your Fundraising Ask!

Here are a few suggestions for crafting your appeal to potential donors:

The BBH 500 Steering Committee wants every rider to raise at least \$100 per day that you will be riding (i.e. 5 Day Riders = \$500). This is easy if you follow a few basic principles of fundraising:

- Make it personal. Tell your story of why this cause is important to you and why you chose the nonprofit organization you are supporting.
- Set an ambitious goal! If you set an easy goal to reach, potential donors may not give if they see you reached it already. If you reach your goal, revise it upward and express your gratitude for people helping you along the way.
- Remember, if you don't ask someone to donate, you are denying them the opportunity to say YES to a very worthy cause!

BEGIN YOUR FUNDRAISING ADVENTURE TODAY!