

D.I.Y. TOOLKIT





DIY Fundraising Events

We encourage all of our participants and teams to get creative with your fundraising through DIY initiatives and events, and we want to make it as easy as possible for you. This toolkit has resources and suggestions to help make your DIY efforts easy and fun!

Setting Up a DIY Event

If you are interested in setting up a DIY event and would like to promote it within the Paceline community, please email ewhatley@pacelineride.org with your event details. Once the details are finalized, your DIY event will be hosted on Paceline's calendar and communicated to the Paceline audience.

Snap Filters

We have created custom snap filters for you to geographically use at your DIY event. People who attend your event can access these filters through snapchat while at your event.



Food and Drink Station Signs

There are also custom food and beverage signs available for your event. We can include your company or team logo on the signs and customize however you would like.



Directional Signage

We also have directional signage available for you to use at your DIY ride, walk, or run. Please contact ewhatley@pacelineride.org.





DIY Ideas

The possibilities are endless with DIY fundraising. Below are some ideas and examples of how Paceline participants used DIY to reach exceed their fundraising goals.

Pork and Pedals

Team Cranston Engineering hosted a Pork and Pedals fundraiser event where they catered barbecue and raised funds for Paceline.

You can host a similar event with catered barbecue and charge your friends and family for a plate. You can also work with a local barbecue restaurant and see if they will hold a percentage night for your Paceline fundraiser. Invite all of your friends and family to the restaurant and a percentage of proceeds will be donated to Paceline.



Pubs and Pedals



Team SME CPAs hosted a ride from Riverwatch Brewery for their team and the community to attend and fundraise for Paceline. The brewery opened early for the cyclists, and there was a food truck present.

You can host a similar event at a local brewery. Breweries are also often pet-friendly, so you can put a different spin on the event and host a "Pubs, Pups, and Pedals." See if the brewery will donate a percentage of sales that day to your fundraiser or if they will host a percentage night. Invite all of your friends and family out to enjoy some drinks and help raise funds.





Host or Teach a Class

You can teach a class or use a local vendor like AR workshop to host a fundraiser. Invite your friends, learn a new skill and raise funds for cancer research. This is something that can also be done virtually to fundraise.

This can be done for many skills like cooking, painting, wreath-making, and more!



Bike Wash or Car Wash



You can host a bike wash or a car wash for donations. You can charge per wash and donate the proceeds to your fundraiser, or you can just ask for donations instead of charging.

Team Tuesday Taco Night

You can create a build your own taco bar and invite friends over for dinner. Who doesn't love Taco Tuesday? You can also work with local Mexican restaurants and see if they will have a percentage night for you.

Themed Social Training Ride

Training rides with your team and others can also be a fun way to fundraise. Get creative with it. Ask people to dress for a theme or decorate their bikes. Ask for a donation for participation and offer a prize to the individual who wore the best costume or decorated their bike the best.



Burgers and Bikes

Work with a local burger restaurant and see if they will have a percentage night. Take it a step further and see if they will create a Paceline themed burger like "The Power Peddler" with a % of sales going to your fundraiser. You can also host an event on your own and create your own Paceline burger!



Bikes and Bites

You can have friends over for tapas and a custom Paceline themed drink called "Pace Yourself." You can also work with a local craft restaurant and see if they would create a Paceline cocktail with a percentage of proceeds going to your fundraiser.

Rewards and Products for Donations

Paceline participant Thom Berg exceeded his fundraising goal by offering different rewards and gifts for different donation amounts. Some of the rewards included home-roasted coffee, homemade hot sauce, rides on the "Boost Bust," guided bike rides, and high fives! He created a few images of the rewards with the associated donation amounts and promoted his fundraisers on social media

Think about skills and hobbies you already have and use that to meet and exceed your fundraising goals.



Candy Sales



An easy way to fundraise is by selling chocolate or treats at school or work! Simply make a small flyer and have the candy on display with a donation jar. Small amounts add up, and you can reach your goal quickly with minimal effort.

\$5 Holla Event

You can host a '\$5 holla' event and sell gently used clothing and shoes. You can do this with your friends or at work. This idea also works well for Facebook yard sales and local vendors that purchase and resale gently used clothes. This event can also work well virtually.





Donation Cards

A 2019 Paceline Team took full advantage of their shop store front and would ask customers as they were checking out if they would like to make a donation to their Paceline team. As customers donated, they would write their name on the Paceline card and display it in the store for everyone to see.

You can see if a local business would like to do this for you, or you can do this at your office or school.



Co-Branded Merch Sales



A 2019 Team created co-branded Paceline cycling socks and sold them to customers, promoting that 100% of proceeds went to their team's fundraiser. Take advantage of our brand and create something fun and unique to sell for your team's fundraising goal. Another Paceline Team also created t-shirts to sell and support their fundraiser.

Spinning Records for the Cause

If you are musically talented, you can use your talent to help fundraise. One of our Paceline participants used the proceeds from his DJing to fundraise. From a couple of parties and a wedding, he exceeded his goal.

You can do something similarly with local businesses and see if they have a need for your talent. This is also a great fundraiser that can be done virtually.



Photography

People are always looking for a great photographer. If you know your way around a camera, you can use photography to fundraise for Paceline.

A 2019 Paceline participant was wanting to build his photography portfolio, so he took holiday pictures for families and was able to exceed his fundraising goal.





Additional DIY Ideas

1. Host a trivia game night fundraiser.
2. Organize a bake sale, pancake breakfast, or community car wash with your friends.
3. Brainstorm ideas to fundraise by helping your neighbors – cutting grass, taking down holiday decorations/lights, fixing dinner.
4. With your employer's support, ask everyone at work to donate to your profile to participate in "jeans" day or "hat" day at work.
5. Host an outdoor movie night for your friends; borrow or rent a projector and ask your friends to donate to your cause for admission.
6. Get the kids involved! Have them lead a lemonade stand at the park or host a kid's neighborhood bike race for donations.
7. Coordinate with a bar or restaurant and ask them to support your goal by placing 20% of sales to your profile; invite your friends and family.
8. Host a breakfast at your company in lieu of donations.
9. Work with your local gym and see if they would allow you to use their space to host a tournament, class, or spin-a-thon and sell tickets.
10. Host events and parties during peak times, like St. Patrick's Day, Cinco de Mayo, and Fourth of July; host a party, serve some, and get donations.
11. Seek out sponsors and offer to place their logo on your jersey for donations .
12. Use talents you already have to start a freelance project for donations, like photography, writing/editing, or crafting.
13. Ask your network and local businesses if they have items they could give to auction for donations.



We're Here to Help

With this toolkit in hand, we feel confident you can accomplish your fundraising goals through a DIY event! However, if after reviewing this fundraising toolkit, you still feel stumped about your plans, please give us a call! We want you to be successful in reaching your goals, and sometimes a brief conversation can help brainstorm some fundraising ideas that speak to you. Let us know if you are hosting an event or team fundraiser. We would love to participate!



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