



**RIDE THE HARBOR:  
TOUR de WELLNESS  
FUNDRAISING TOOLKIT**

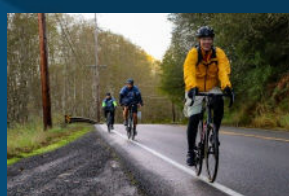


## Welcome to the Summit Pacific Family!

By registering for Ride the Harbor: Tour de Wellness, you've committed to more than a bike ride. You've joined a purpose-driven community unlike any other, a community dedicated to funding life changing therapies, cutting edge equipment and innovative programming. Whether you're a seasoned pro or new to the Summit Pacific Foundation, we are thrilled you've decided to join the Summit Pacific family. Together, we can create the healthiest community in the Nation.

This fundraising toolkit has been designed to provide you with tools, resources, and examples to help you not only meet your fundraising goals, but surpass them.

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# WHERE THE MONEY GOES

Over the last ten years, Summit Pacific Medical Foundation has raised more than \$2 million to help fund a brand new Critical Access Hospital with a Level IV trauma designation, two rural healthcare clinics, and a 60,000-square-foot Wellness Center all for the benefit of our local community. Your donations work very hard for more than 30,000 patients and 100% of your gifts stay local, to constantly improve the quality of care in Grays Harbor County Public Hospital District 1.

## How Are You Making A Difference?



### Enhanced Treatments and Therapies

Dollars invested in the New Equipment and Construction fund help bring the most cutting edge technology and equipment to Summit. In 2020, the Foundation helped fund equipment for a new Cardiac and Pulmonary Therapy Step-Down Program, the only one of its kind in Grays Harbor County!

### Patient Assistance

The Patient Assistance Fund helps to provide patients with the medications and travel expenses they need, but aren't always able to afford. This fund also makes it possible for Emergency Department and Urgent Care staff to give stuffed animals, coloring books and stickers to our youngest patients. More than 3,000 children come through our doors each year needing care for an injury or illness.



### Greatest Need

The Greatest Need Fund offers a flexible source of support for a variety of needs and programs. Examples of projects funded with these "unrestricted dollars" include the Summit Fights Hunger initiative, supplemental speech therapy equipment for children, rehabilitation services, scholarships for local high school seniors entering the medical field, and much more.



# Fundraising Incentives—Be a GOAL-getter!

Want to earn some cool event gear? Below are the 2023 fundraising incentive prizes and levels of earning for each item. In order to earn your incentive prize(s), all donations must be turned in to the Foundation by May 15th. You have until June 30th for completing your fundraising. (Photos are from 2022 examples.)

\$100 Level	\$250 Level	\$500 Level	\$750 Level	\$1,000 Level
<b>Sock Guy Cycling Socks</b>  (Plus t-shirt & finisher's medal.)	<b>Bike Repair Tool Kit</b>  (Plus t-shirt, finisher's medal & socks.)	<b>Ride the Harbor Hat</b>  (Plus t-shirt, finisher's medal, waist pack & socks.)	<b>Zip-up Sweatshirt</b>  (Plus t-shirt, finisher's medal, waist pack, socks & hat.)	<b>Cycling Jersey</b>  (Plus t-shirt, finisher's medal, waist pack, socks, hat & zip-up sweatshirt.)
				

## PRO TIP:

While we understand a fundraising minimum commitments might seem intimidating, Summit Pacific is known for going above and beyond. Setting your own **stretch goal** is a great way to inspire yourself and your donors to make as big of an impact as possible. But don't worry—setting a stretch goal will not change your fundraising commitment, so there's no downside to being courageous. You will never be charged for any amount you try to raise in excess of the required fundraising commitment you accept when registering. So, what's there to lose? Nothing, but the chance to fund top notch, rural healthcare faster!

## TOP FUNDRAISER PRIZE:

**This year's Top Fundraiser will earn a hotel stay at the Finish Line or Starting Line (winner's choice) for the 2024 event!**

# How do we put the FUN in FUNdraising?

## It starts with a PARTY!

Now that you've decided to be a part of the Summit Pacific family and participate in Ride the Harbor: Tour de Wellness, it's time to shout it from the rooftops! It's also time to think ahead about how you'll meet your personal fundraising goals. To alleviate any concerns you may have about reaching your goals and earning those incentive prizes, we're sharing a four-step method (PARTY) to help you meet and likely exceed your goals: **Plan, Ask, Remind** and **Thank You**.

### STEP 1 — PLAN

Before beginning the process of fundraising, we recommend that you craft a plan. Start by viewing the suggested fundraising timeline on page 10 that provides monthly recommendations leading up to event day.

Make sure to update your calendar with your fundraising deadlines, then it's time to get started building your network. Take some time to brainstorm a list of people who might donate to your efforts this year. We recommend starting with:

- 🚲 Friends and family
- 🚲 Current or former colleagues and classmates
- 🚲 Neighbors
- 🚲 Your professional, volunteer, or religious network
- 🚲 Your social media connections

Don't be afraid to ask people who live outside of your community to support you!

After brainstorming your list of potential donors, practice telling your story by asking yourself the following questions:

- 01 What does Ride the Harbor: Tour de Wellness mean to me?
- 02 Why did I make the commitment to participate in this event?
- 03 What are my goals this year? Am I setting a ride distance stretch goal, riding for the first time, or trying to beat my fundraising goal?
- 04 Why is the mission of Summit Pacific Medical Foundation important to me?
- 05 If a friend told me that their donation wouldn't really make a difference, what would I say to them?

Now that you have reflected on your ride's purpose, be sure to use your answers in drafting your fundraising letter and remember to update your profile! Not sure how to update your profile? **Visit here:** [www.bit.ly/RaceRosterPledgePage](http://www.bit.ly/RaceRosterPledgePage) to see how to log-in and update your fundraising page. Be sure to include a paragraph with your story, which makes it easier to share with your network as you seek to raise funds.

## STEP 2 — ASK

The most successful fundraisers have one thing in common: they ask as many people for support as possible, in very personal ways. Don't procrastinate—from the moment you sign up for the ride, it's time to start reaching out to your personal community.

Start by creating an email or mailing list of the people you identified in Step One (PLAN), and then sit down and write your first communication. Don't forget the brainstorming you did on page 5. An excellent fundraising email or letter should address the following questions:

- 🚲 What is Ride the Harbor: Tour de Wellness and where does the money go?
- 🚲 Why am I participating?
- 🚲 What is my fundraising goal and how much progress have I made?

Once you have written a fundraising letter, it's time to send it out! We recommend sending at least four communications to your donors throughout the year, using this format:

- 01** Announce that you've decided to participate in Ride the Harbor: Tour de Wellness, share your personal story and ask for support. Explain what their support would mean to you.
- 02** Share an update on your training/progress to your goal. This is also a great opportunity to offer a gentle reminder to those who haven't yet donated to your efforts.
- 03** During the week before your ride, send a follow-up email to those you have already contacted, and remind them of your goal. Once again, share your progress in both training and fundraising. Donors like to feel a part of something big!
- 04** After the event, share details about your experience along with photos from the Ride or Opening Ceremony, along with the total amount raised as shared by Summit Pacific. This is a great opportunity to thank your donors and remind them it wouldn't have been possible without their support



**REMEMBER TO POST THESE  
COMMUNICATIONS  
TO YOUR SOCIAL MEDIA  
CHANNELS.**

## STEP 2 (continued) — Sample Letter

Use all or a portion of this Letter as an email or printed letter and you are sure to catch the attention of your friends, family and network and let them know you are committed to your cause. Make sure to include a picture of you riding for helping drive it home! You can even send this message right in the PledgeReg portal and it will automatically include the link to YOUR donation page.

Did you know Grays Harbor County currently ranks 36 out of 39 Washington counties for health outcomes (length and quality of life) and 35 in overall health factors? You can help me make a real difference in rural quality of care, and the lives of Grays Harbor community members.

I'm riding 50 miles from one end of the county to the other, in the Ride the Harbor: Tour de Wellness cycling event to support the mission of "building the healthiest community in the Nation."

Summit Pacific Medical Foundation directs 100% of every participant-raised dollar to new equipment, patient support and education programs for Summit Pacific Medical Center in Elma, Washington.

Cycling is my passion, and I can think of no better way to help improve the health of our community than participating in this ride. I will be raising both awareness and dollars, one mile at a time.

I need your help to reach my \$1,000 fundraising stretch goal. Please consider supporting my ride and forwarding this message to others for additional support if you don't mind.

Let's REALLY build the healthiest community in the Nation right here in Grays Harbor!

Support #SummitPacificFoundation & me during the June 12th 50-mile ride, and together we can continue building access to quality care in our rural community. Click the link below for more details.

Thanks for your support!

Your Name,

Visit Here for Details:

[www.raceroster.com/events/2023/71314/2023-ride-the-harbor-tour-de-wellness](http://www.raceroster.com/events/2023/71314/2023-ride-the-harbor-tour-de-wellness)

Visit here for the history of Summit Pacific Medical Foundation.  
[www.summitpacificmedicalcenter.org/foundation/](http://www.summitpacificmedicalcenter.org/foundation/)





## STEP 3 — REMIND

Sometimes a fundraiser will encounter someone who pledges their support online and says, “I’ll give you a check next time I see you!” but may forget to follow through. We know everyone is busy, but it’s up to you to remind them that improving our health can’t wait.

### *How do I add donations that I received directly from my friends (i.e. check or cash)?*

When logged in to your PledgeReg donation page, click on the “Add Donations” link in the list of tasks on the right side of your screen or select it from the “My Account” drop-down menu located at the top right. Here you can add in donor contact information and the amount they have pledged. This will update the “Total raised to date” on your fundraising page and display that individual’s name, date of donation, donation amount, and comment if you chose to display these.

If some time passes and you don’t see a change, you might want to politely follow up with that individual and ask if they remembered to send their donation.

Remember, you have until the pre-ride fundraising deadline of May 15th to earn your incentive prizes. Therefore, we suggest sending a final reminder around the beginning of May.

Here is an example of a great pledge reminder:



Dear **Friend**,

I am sending you a quick note today to share that I am READY—I have trained for weeks for my 50-mile bike ride in support of Summit Pacific Medical Foundation!

It has been a challenge but also so rewarding to push myself. The part of the ride I’m looking forward to most is crossing the finish line next to so many loved ones.

I’ve been fundraising since February to raise \$1,000. I need your help. My goal is 50% achieved. Earlier this year, you pledged a donation to support my fundraising efforts for Summit Pacific Medical Foundation. If you are receiving this email again and already donated—Thank you! Can’t remember if you donated? Click here and scroll to the bottom to see if you have. If you would still like to donate, remember that 100% of your donation goes directly to the Foundation’s Annual Fund. You can fulfill your pledge to my fundraising page before the May 15th deadline at **[Insert your custom link here]**

Thank you so much for all your support this year! I couldn’t have done this without you!

**Your Name**



## STEP 4 — THANK YOU

Now it's time for the fun part! You've planned, asked, reminded and you're on your way to reaching and hopefully exceeding your fundraising commitment! Congrats!

Now it's time to thank your donors.

Nothing is more important than taking the time to say thank you to the people who supported your big achievement. Whether you create your own postcard out of a photo from your ride or write a heartfelt note on fun stationery, always take the time to send a personal thank-you.

Here's a sample message you can use when thanking your donors:



Dear **Friend**,

Thank you so much for the donation to my Ride. You are a part of the important work being done here at Summit Pacific! It is an honor to ride for all those receiving top notch rural care now and in the future, right here in Grays Harbor!

Totals keep rising! I am very proud that I am able to help out in this small way. To date, Summit Pacific Medical Foundation has raised more than \$2 million for quality care, and my ride has raised \$1,500.

I feel the presence of my supporters with every pedal as I continue to train. Sometimes I feel like quitting, but this is not an option because the clinical staff at Summit Pacific doesn't quit! Thanks again, please keep the riders' safety in your thoughts as we are out training and riding for Grays Harbor County and Summit Pacific Medical Foundation.

Sincerely,

**Your Name**

Don't forget to also post your thank-you on social media for friends and family who have been following along with your journey.



# Fundraising Timeline

## FEBRUARY—MARCH

- ➔ Register for Ride the Harbor
- ➔ Personalize your PledgeReg Fundraising Page
- ➔ Post on Social Media about your new Ride the Harbor: Tour de Wellness journey!
- ➔ Be your own first donation and share your goal
- ➔ Upload training pictures to your profile page
- ➔ Post on social media—don't forget your PledgeReg link
- ➔ Mail handwritten letters to your potential donors
- ➔ Try to meet 50% of your Fundraising goal

## APRIL

- ➔ Plan a simple fundraiser (see page 11)
- ➔ Share your fundraiser via email and on social media
- ➔ Training ride pledges (see below)
- ➔ Try to meet 80% of your Fundraising goal

## MAY

- ➔ Send follow-up or reminder emails to your potential donors
- ➔ Post on social media about your fundraising progress
- ➔ Try to meet 100% of your Fundraising goal
- ➔ Try an "easy as pie challenge" (See below)

## JUNE

- ➔ Ride Weekend!
- ➔ Post on social media about your growing excitement
- ➔ Thank your early supporters and donors on social media, you could even do a short video!
- ➔ Try to exceed your fundraising goal

## AFTER

- ➔ Post on social media about your ride experience
- ➔ Thank your supporters and donors—*write hand written letters with photos or postcards*



## Fundraising Quick Ideas

### **YOUR BIRTHDAY:**

Have a spring time birthday? Consider asking for donations to your fundraising in lieu of your birthday gifts this year.

### **JEANS or THEME DAYS:**

Ask your employer if you can have a "jeans day" or a "Support Your Favorite Sports Team" day where employees who donate to your fundraising can wear jeans or special sports team gear.

### **TRAINING RIDES:**

Ask donors to give \$1 for each mile you ride! If you cross-train, create a fitness challenge such as \$1 for every push-up you complete.

### **EASY AS PIE CHALLENGE:**

Everyone loves a good competition. Reach out to a fellow Tour de Wellness rider and tell your friends you're doing a competition to see who can raise the most money. The winner gets to pie the other in the face, or wear a sporting team jersey, etc.

### **BAKE SALES & SPAGHETTI FEEDS**

Enlist your friends to host a bake sale, pancake breakfast or spaghetti feed. This is a great idea when things get a little more back to normal, but you might consider doing a dinner drop-off or a Baked Goodies to-go version. Deliver homemade goods in exchange for donations.

### **LEND A HAND**

Think about ways you can help people in your neighborhood or network like mowing the lawn, shoveling snow, organizing closets, pulling weeds, taking down holiday lights, addressing invitations and exchange your service for donations.

### **BIKE TUNE-UP CLINIC**

Accept donations to tune-up your neighborhood bikes before the weather warms up. Bike maintenance skills required.

# Fundraising Examples

Looking for ways to reach your fundraising goal? Take a look at some of our examples below! Remember, while you can continue to fundraise until the date of the bike ride, 2021 incentive fundraising goes until May 15, 2021.



## Hold a Virtual Garage or Closet Sale

With tools like Facebook Marketplace and Instagram Shopping, people don't need to shop in person anymore. If you find you have some spare time to clean out your closet or cupboards (as many of us have the past few months), try putting together an online sale with proceeds going back to your fundraising. Remember that good quality, well lit photos of the items you sell will make a big impact on how much you raise.

## Sell your Craft

Love to sew? Try making custom masks. Have a knack for woodworking? Sell a line of coasters. Since we're spending more time at home these days, now is the perfect time to harness a skill you love. Then, you can sell your creations online (via Etsy, social media, or another online platform) with profits going back to your fundraising efforts.



## Wash Cars or Bikes

With the weather beginning to slowly warm up, now's the perfect time to try this traditional way of fundraising. The best part is that you can stay completely socially distant by offering scheduled times online to wash the car or bike. There are even appointment scheduling apps like SignUp Genius or Calendly to automatically create appointments for when you're free.

## Host a Livestream Event

The sky is the limit with livestream events! Head and beard shavings have been gaining in popularity, but there are many other fun ways to join in the livestream fun. You can host a concert on Facebook Live and charge admission or take donations for song requests. If you love the world of e-sports, you can host a livestream gaming event.



## LET US KNOW HOW IT'S GOING!

Share your ideas on social media and let us know how it's going! Tag @SummitPacificMedicalFoundation and use hashtag #SummitPacificMedicalFoundation! You just might be featured on our social media page, newsletter or next year's fundraising toolkit.



# Social Media Tips and Tricks

Once you've started putting your social networking skills to use, don't forget about your social media skills! Consider using Facebook, Instagram, Twitter, LinkedIn, Snapchat, YouTube, a blog, or any other platform when prepping for and participating in Ride the Harbor: Tour de Wellness. These are great channels to recognize your donors, ask for donations, share your story, and provide training updates.

Here are a few examples from other events:

## TWITTER Examples

I'm in for #RideTheHarbor! Please consider making a \$10 donation to improve rural health care (insert link here). 100% of every dollar donated is directed to SPMC patients! #SummitPacificRides #TourdeWellness

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This Saturday I'm heading out on a 30-mile training ride for #RideTheHarbor. Anyone want to join? Rather hang out on the couch? Throw me a donation for each mile I'm riding (insert link here) #TourdeWellness #RideForRuralHealth

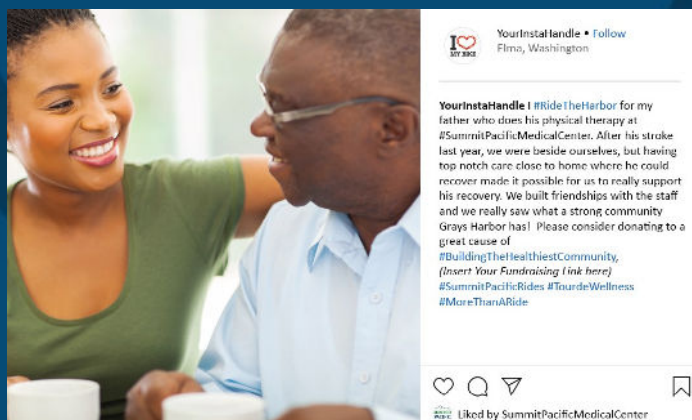
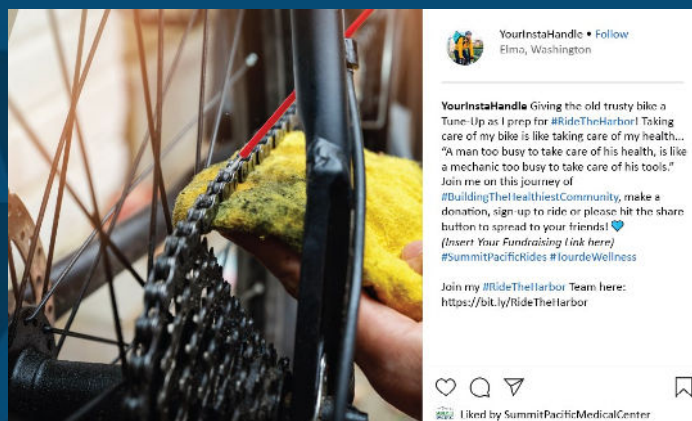
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**Share for your friends and team mates or have your friends share posts for you!**

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@(Team Member's Twitter handle) has made the commitment to help improve rural health care and is #BuildingHealthiestCommunity. Check out their profile for links to donate. #RideTheHarbor #SummitPacificRides

## INSTAGRAM Examples



# Social Media Tips & Tricks (continued)

## FACEBOOK Examples

Please support my ride to improve rural access to quality health care as I fundraise for @SummitPacificMedicalFoundation.

Living in one of the unhealthiest counties in the state of Washington strengthens my resolve to change that statistic.

Summit Pacific has been an inspiring leader and advocate for high quality rural health care for those living in Grays Harbor County. This year my target is 53 miles and stretching to raise \$1,000. Please help me reach these goals and beyond.

*(Insert your PledgeReg link)*

## LINKEDIN Suggestions

### Exporting connections from LinkedIn

- 01 Click the **My Network** icon at the top of your LinkedIn homepage.
- 02 Click **Your connections** on the left side of the page.
- 03 Click **Manage synced and imported contacts** near the top right of the page.
- 04 Under Advanced actions on the right side of the page, click **Export contacts**.
- 05 Select **Pick and choose: Connections** and click **Request Archive**.
- 06 When prompted, sign into your account.
- 07 You will receive an email including a downloadable link to your list of connections.
- 08 Send a personal email solicitation to the list of connections detailing your passion for Ride the Harbor: Tour de Wellness!

## Best Practices for Social Media

- ➔ Use emojis—they catch the eye!
- ➔ Include a photo/visual when posting
- ➔ Do a Facebook Live video to talk about your experience—you don't need to be a pro!
- ➔ Ask your friends and family to share their Summit Pacific experiences in the comments of your posts.
- ➔ Tag Summit Pacific Medical Foundation on all your posts. We love sharing what you're up to with the community!
- ➔ Don't forget to use these hashtags so the Summit Pacific community can check out your posts:

**#RideWithSPMF**

**#MoreThanARide**

**#RideTheHarbor**

**#TourDeWellness**

**#RideForRuralHealth**

**#TeamSummitPacific**

**#SummitPacificRides**

**#BuildingTheHealthiestCommunity**

# FAQ

**Fundraising is NOT a requirement** this year, but we hope that you choose to support our cause in all the ways you are comfortable. We are honored to have you join us as a rider, or to help us raise funds for improving the quality of care in our rural community.

**Q: When is the deadline for earning my incentive prizes?**

**A:** We want you to be able to pick up your goodies at the check-in before the event. Please have your fundraising goals met by **May 15th, 2023** in order to receive incentive prizes. You can still fundraise up until the end of June (30th) for a chance to be the top earner and win our top earner prize.

**Q: My employer has a strict no-solicitation policy. How am I going to reach my commitment if I can't tell my colleagues about what I'm doing?**

**A:** We respect your employer's solicitation policy and we encourage you to review it carefully. We hope that our Four Step Fundraising Method (PARTY) helps you think creatively about other fundraising opportunities outside of your area of employment. Additionally, you can always contact our team at [Foundation@sp-mc.org](mailto:Foundation@sp-mc.org) if you need help brainstorming additional fundraising ideas. The Summit Pacific Medical Foundation will be sharing different ideas on social media as well!

**Q: It's May 14th and I'm panicking because I'm having a problem with a donation.**

**A:** Take a deep breath and relax. Give us a call or an email and we will make sure that your pledges are counted towards your goal. Now is the time to start focusing on the Ride weekend prep! We look forward to helping you find this missing donation.

**Q: I'm having a problem with my fundraising page, how do I contact Race Roster?**

**A:** Visit <https://support.raceroster.com/hc/en-us> You can also email [Support@raceroster.com](mailto:Support@raceroster.com).

**Q: Would you recommend hosting a Facebook fundraiser or an event through Instagram's "Donate" button?**

**A:** We recommend linking directly to your Race Roster personal pledge page account on Facebook or other social channels rather than hosting an integrated fundraiser. This ensures that you receive your donation immediately to your Rider profile and that your donor receives a tax receipt directly from Race Roster for donations of \$500 or more.

**Q: I received donations through Venmo/Cash App/Zelle/etc., how do I get them entered on my Race Roster profile?**

**A:** If you receive a payment via an electronic payment processor that is intended to support your Ride the Harbor fundraising efforts it is your responsibility to personally donate these funds to your Race Roster profile page. Please note that Race Roster cannot send receipt of any payment to a Donor that is not made directly through the Race Roster website.



## FAQ (continued)

### **Q: How do I add pledges received externally so that they reflect on my total raised?**

At this time the only way to add pledges to your fundraising page with out the donor working directly through your online page line is to either accept their donation yourself and make a donation to yourself through your page.

You may also send offline donations such as checks made out to SUMMIT PACIFIC MEDICAL FOUNDATION with a note for who the donation should be applied to. We can ONLY accept checks made out to the Foundation.

#### **Please send checks to:**

Summit Pacific Medical Foundation  
600 East Main Street  
Elma, WA 98541

### **Q: What should I enter for a "Personal Message" when entering a manual donation?**

**A:** Here you would input any message from the donor that they wish to have displayed on your fundraising page. This message will display on your public Race Roster fundraising page.

### **Q: What should I do if a donor gives me a check made payable to myself?**

**A:** If the donor of the check accidentally wrote the check out to your name, ideally you would have them void the check and rewrite it out to the Summit Pacific Medical Foundation, however that isn't always possible so you may also write "Pay to the order of Summit Pacific Medical Foundation" in the endorsement area on the back of the check along with your signature.

#### **Please send the check to:**

Summit Pacific Medical Foundation  
600 East Main Street, Elma, WA 98541

### **Q: I am nervous that I won't reach my fundraising goal that I set in my personal fundraising page and that my credit card will be charged in June. What should I do?**

**A:** We do not require fundraiser to meet their goals set in the Race Roster fundraising pages. However don't let that discourage you from trying to set stretch goals for yourself. If you follow the Four Step Fundraising Method (PARTY) and keep in contact with our team, we are confident you'll have nothing to worry about. We are always happy to connect you with other members of the community to brainstorm fundraising ideas as well.

**Read ALL the Frequently Asked Questions about Race Roster here:**

**[www.support.raceroster.com/hc/en-us](http://www.support.raceroster.com/hc/en-us)**

# We're Here to Help

If you have read this guide in its entirety, rest assured that you can accomplish anything! The Summit Pacific Medical Foundation has used these suggestions and resources and has raised over \$2 million dollars (and counting) for our rural public hospital district. With your help, we know that we can raise even more and make a larger impact.

Together, we are unstoppable.

Summit Pacific Medical Foundation Website:  
[www.summitpacificmedicalcenter.org/foundation/](http://www.summitpacificmedicalcenter.org/foundation/)

Even More PledgeReg FAQs:  
[www.support.raceroster.com/hc/en-us](http://www.support.raceroster.com/hc/en-us)

Ride the Harbor: Tour de Wellness Information:  
[www.summitpacificmedicalcenter.org/tour-de-wellness/](http://www.summitpacificmedicalcenter.org/tour-de-wellness/)

Fundraiser Toolkit Assets:  
Coming soon!



## Donation Inquiries

We love to talk with riders and donors as much as possible. However, as we get closer to Ride weekend, our team can get very busy with requests. We respectfully ask that from the beginning of May through the second week of June, you wait to reach out about **non-urgent** donation questions. We will be happy to assist you after the event weekend concludes.

## Still Have Questions?

To learn more about the work of Summit Pacific Medical Foundation contact us at:

**Mailing address:**  
600 East Main Street  
Elma, WA 9854

**Email:** [foundation@sp-mc.org](mailto:foundation@sp-mc.org)  
**Phone:** 360-346-2250

**Summit Pacific Medical Foundation's Tax-ID number is 91-0593059**