



Big Sisters
OF BC LOWER MAINLAND

MEGA Bike

PEDAL FOR POTENTIAL 

PARTICIPANT MANUAL

SEPTEMBER 2022



PEDAL TOGETHER TO TRANSFORM YOUTHS' LIVES

Hop on the 30-person MEGABike with your co-workers and friends and enjoy a fun team-building event all while pedaling for the potential of young people in our community!

At Big Sisters we believe that every connection counts. We see with youth in our programs that connection matters now more than ever before. MEGAbike is more than just a fun day out. Connection with your team increases morale, employee retention and opportunities for in-office mentorship.

Every pedal makes a difference!

MENTORING MATTERS

Big Sisters of BC Lower Mainland focuses on prevention through our mentorship programs. It's the guidance and support of a trusted mentor that makes all the difference. Little Sisters in our programs are resilient and show amazing potential, they simply need a spark to make them shine.

Big Sisters serves an average of 650 youth each year. However, we know the need is so much greater, and in some areas, kids are on our waitlist for over a year. Every day in a child's life is crucial. They shouldn't have to wait to reach their full potential.



THE A-B-C'S OF FUNDRAISING



ASK

Be specific about the amount that you would like to be donated to make it easy for your donor. Ex “did you know \$50 can provide for a monthly caseworker check-in?”



BIG GOALS

Set a fundraising goal that you would like to achieve before starting your campaign. Let everyone know your goal!



START THE CONVERSATION

Why is Big Sisters and Pedaling for Potential important to you? Make sure you tell any potential donors the impact their donation will have and share your story about why mentorship is important to you.



SHOW YOUR GRATITUDE

Thank anyone who has contributed to your fundraising goal. They donated to YOU because they believe in YOU and the cause you are supporting. Send them a video of you pedaling with your team!

SAMPLE DONATION REQUEST

It can be challenging to ask someone to donate, so we have created an example of a donation request letter. Make sure to personalize the highlighted areas and to make it your own.

FROM: YOU!

SUBJECT: Help Me Pedal for Potential!

Dear [First Name],

This September, I am will be pedaling for potential at Big Sister of BC Lower Mainland's MEGABike event. I am participating and raising funds because [insert your reason for participating here].

On September 21, my team and I will be hopping on a 30-person bicycle and pedaling through Jack Poole Plaza in support of a great cause.

[Share your personal story about why you are Pedaling for Potential here]

Big Sisters is committed to enhancing the confidence, self-esteem, and well-being of youth through supportive relationships with adult mentors. The need for their services has grown and they are doing their most important work right now, with social pressures at an all time high for young people and isolation threatening the mental health and education of youth in our community.

Your valued support will help Big Sisters match these girls with a caring mentor who will inspire them to succeed and believe in themselves. My goal is to raise [insert fundraising goal here] but I can't do it without your help. Please consider making a donation and supporting this important cause.

Donations can be made online by visiting my fundraising page at [insert personal URL here].

Thank you so much for your support. It really means a lot to me.

Sincerely,

[Insert Your Name]

INVOLVE YOUR COMPANY

Corporate Matching Double Your Dollars

Many companies will match the funds raised by their employees in order to support and encourage their charitable activities. Please check with your employer to find out whether your company has a Matching Gift Program and don't forget to ask your donors to ask about the program at their companies!

Get the Whole Office Pedaling

Passionate about Pedaling for Potential? Invite more of your colleagues or friends to join you. Bond over a fun team-building activity and connect over the after-party drinks! Set up your team by registering online.

Tax Receipts

All online donations will automatically receive a charitable tax receipt for donations of \$10 or more.

INVOLVE YOUR COMPANY

Ready to start? Follow these simple steps:

1. Register yourself or your team
2. Set your fundraising goal
3. Reach out to your network through personal email/text, social
4. media and word of mouth and direct them to your donation page
5. Hop on the bike at Jack Poole Plaza on September 21
6. Brag about it - share on social and tag @bigsistersbclm and #pedalforpotential
7. Thank your donors and share your experience!



THANK YOU CHOOSING TO PEDAL FOR POTENTIAL

To register for MEGABike, please

[CLICK HERE](#)

Any questions?

Please contact Molly at mcloudon@bigsisters.bc.ca.

#pedalforpotential @bigsistersbcm

