



**Dear Fellow Cyclist:**

**Thanks for signing up for the Tohoku Coast to Coast Challenge. In addition to having a great ride together, this challenge is also meant to help others in Tohoku and in developing countries. While the fundraising aspect may seem daunting, it actually becomes the most rewarding part of the challenge.**

**The Fundraising target for each participant is 200,000 yen. The money that you raise will be split, with 50% going to Economic Recovery Projects in Tohoku and 50% going to Clean Water Projects in famine stricken Horn of Africa through HOPE International Development Agency, Japan.**

**Whether or not you reach the fundraising target will not affect your participation on the ride. It is our experience though that even those most timid about this aspect of the adventure not only reach their goal but surpass it.**

**Most of all have fun and do contact us if you need any advice, tips or answers to questions. You can find out more about HOPE-JP and its projects by going to [www.hope.or.jp](http://www.hope.or.jp)**

**Thanks for your sense of adventure and your compassion!**

**Lowell Sheppard on behalf of HOPE International Development Agency, Japan and Japan Coast to Coast**

## **Fundraising Tips for Tohoku Coast to Coast**

The individual fundraising target is 200,000 yen (2500 USD). For some this can sound challenging, but it's easier than you think. So here's a 5-step program that works every time.

**1. Write an Appeal Letter that includes the following:**(Time Frame: 30 – 60 minutes.) **\*\*See the sample at the end of this letter.**

- a photo
- a short paragraph of who you are and why you're doing the challenge
- a short request for people to support you

**2. Names, Names, Names** (Time frame: 1 – 2 hours.) Compile a list of the people you will inform about the trip and your fundraising goal. Don't be shy about these names. Aim for a minimum of 20-30 people, including:  
**Family – Friends – Acquaintances – Colleagues – Suppliers – Clients - Church Members - Associates - Club Members - etc....**

*Remember you are not asking for money for yourself . . .you are asking on behalf of the poor!*

**3. Send out the Appeal Letter** (Time frame: 30 mins.)

2-4 weeks before the challenge, send each contact in your list a copy of the appeal letter you wrote. You can send it via post/fax/email. Keep the letter short and to the point.

**4. Second Simple Snap-Shot** (Time frame: 1 – 2 hours.) 1 week before the challenge, send out a second message to everyone on your list. This message should be short, sweet, and say three things:

1. What you're doing
2. Why you're doing it
3. How people can support it

**5. Thank You Notes**

Once the challenge is over, send all your sponsors a 'thank you' note and a short report

directing them to the Japan Coast to Coast website where photos will be posted. The website will also include information on how they can send in their pledges. For those you know who haven't sponsored you, send them the report too, letting them know it's not too late for sponsorship.

**HOT TIP:** Use a **Sponsor Sheet** (a sample can be provided if you request it). Take it with you to the office, church or a club meeting. Just ask outright, don't be shy, but do not pressure people...unless you know them well enough that cajoling would be enjoyed and appropriate.

\*\*\*\* SAMPLE FUNDRAISING LETTER \*\*\*\*

*Dear friend:*

*I've finally figured out a way to join my love for cycling with my desire to help others. This September, support me as I cycle across Tohoku Japan to the Pacific coast of Matsushima City. As you are aware, the coastal regions of Tohoku were hit badly by the March 11<sup>th</sup> earthquake and tsunami. I'd like to use this tour as an opportunity to discover new things about this beautiful country as well as raise money for local rebuilding efforts. The money that I raise will be split with 50% going to Economic Recovery Projects in Tohoku and 50% going to clean water projects in famine stricken Horn of Africa with HOPE International Development Agency. ([www.hope.or.jp](http://www.hope.or.jp)) Please take a moment to make a pledge and sponsor me while I struggle to cycle across some of the highest peaks in Japan. Your pledges will keep me motivated and help make a difference in someone's life. To pledge your support, just email me how much you would like to give. After the September ride, I will email you back with information on how to complete your payment. You can find more information about the Tohoku Coast to Coast ride at [www.japanc2c.com](http://www.japanc2c.com) Thank you.*