



ICYCLE
SPIN·A·THON
TO BENEFIT HOMESTART

TABLE OF CONTENTS

1	ICycle Background
2	About HomeStart, Inc.
3	How to Sign Up
4	Personalizing Your Fundraising Page
5	Tips for Fundraising Asks
6	Sample Personal Fundraising Emails
7	Sample Social Media Posts/Content

iCycle Background

Started in 2007 as a way to raise funds and awareness for HomeStart's work to end and prevent homelessness, iCycle became Boston's only outdoor all-day spin-a-thon fundraiser. This event is intentionally held outdoors to provide an opportunity for people to experience what it must be like to not have a stable home in Boston's winter while at the same time doing something productive to help the cause.



iCycle features 30-minute upbeat beginner-level spin classes (led by some of Boston's best certified spin instructors) outdoors in the winter (under a tent) - individuals and company groups fundraise leading up to the event to support HomeStart's work.

WHEN: WEDNESDAY 2/14/24 *OR* THURSDAY 2/15/24
1pm - 6pm 7am - 6pm

WHERE: 111 Harbor Way - Seaport District

About HomeStart, Inc.

HomeStart, a registered 501(c)3, believes that home is the foundation of a thriving life, and a dignity to which everyone has the right. HomeStart is an innovative nonprofit whose mission is to end and prevent homelessness in Greater Boston. To date, HomeStart has permanently housed more than 14,000 people out of homelessness and prevented more than 4,000 households from being evicted - with 95% of those households remaining securely housed even 48 months after the intervention.

Our approach is three-pronged:

EVICITION PREVENTION

HomeStart intervenes to prevent families and individuals from experiencing homelessness by way of eviction by providing advocacy and financial assistance.

HOUSING SEARCH

HomeStart places families who are staying in shelters or living on the street into permanent housing.

STABILIZATION

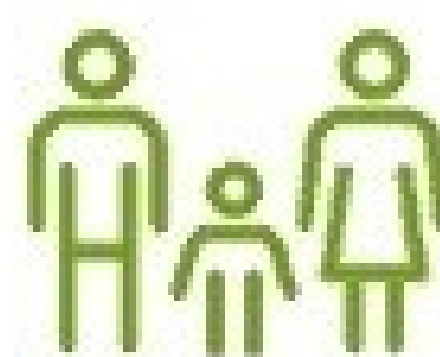
HomeStart ensures that clients have the best chance at maintaining their housing after placement by providing essential support services.

HomeStart's Impact: Each year, More Than...



500

households are prevented from experiencing eviction and homelessness



300

homeless families and individuals move into permanent housing



2500

additional households in crisis receive housing search consultation and eviction prevention counseling



375

formerly homeless households receive housing stabilization services, including affordable housing subsidies and money management services

Together we are creating solutions to homelessness in Greater Boston, so that everyone has the dignity of home.

HOW TO SIGN UP



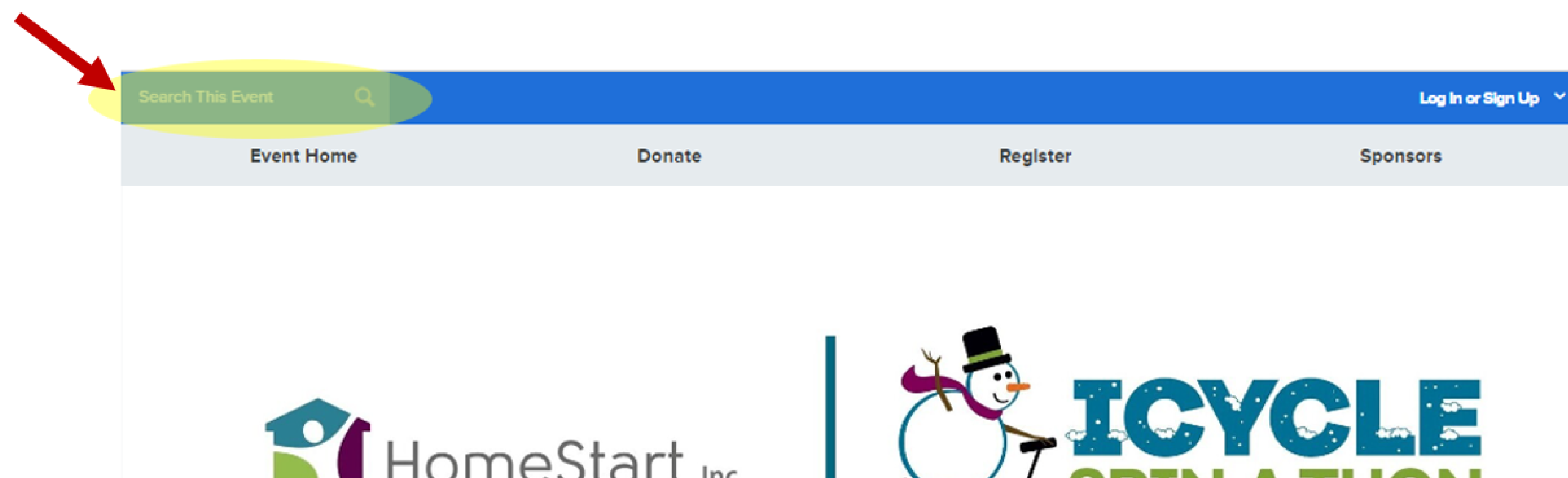
TO REGISTER A NEW TEAM

Email neff@homestart.org to reserve bikes during an open class and HomeStart will create a Team Fundraising page for you!



TO JOIN AN EXISTING TEAM

1. visit www.tinyurl.com/icycle24
2. Use the search bar on the top left-hand side of the page to search for your company's team and navigate to their team page



3. From the team's fundraising page, click the "Join Our Team!" button at the bottom right and follow the prompts to enter your personal information to be provided with your own personal page (any donations you receive will count towards your team's overall goal). ***If you have participated in this event before, you will be prompted to login, however, you can request a password reset email to be sent***

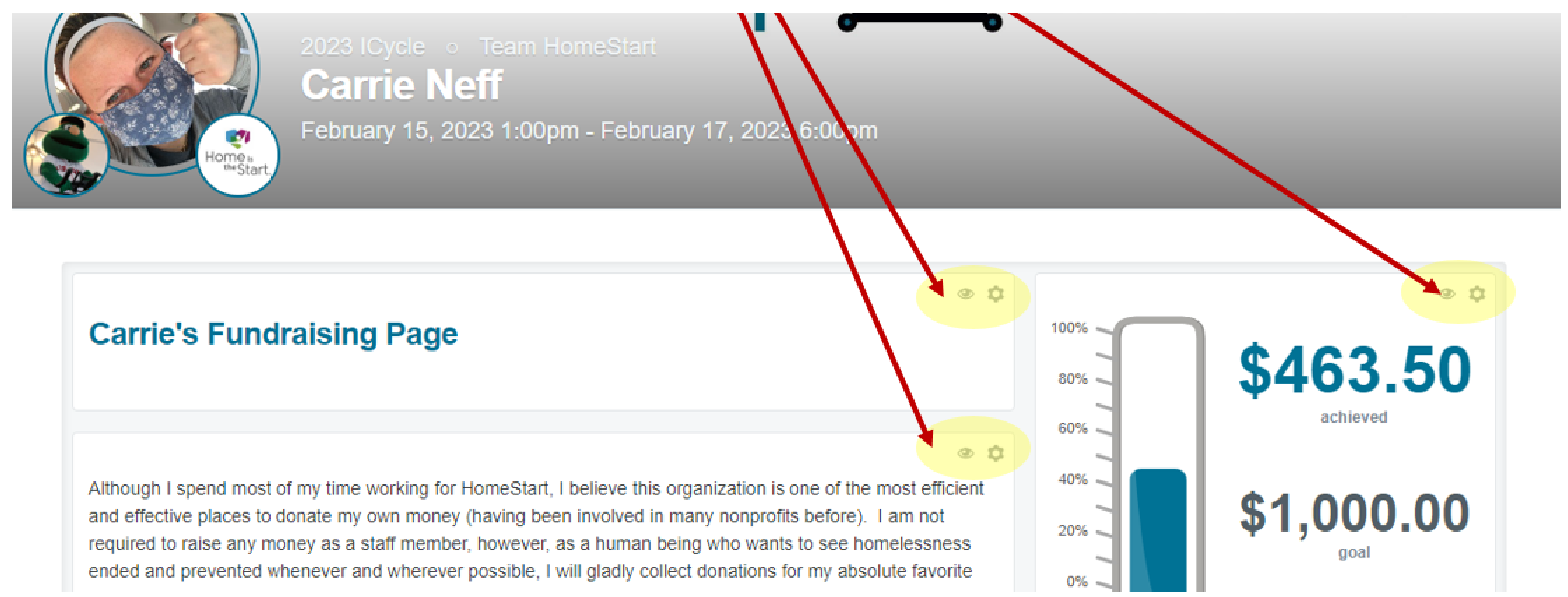
4. You will then receive an email with your personal link and you can follow the steps on the next page to personalize your page as much as you would like!

Contact Carrie Neff if you need any assistance - neff@homestart.org | (857) 415-2242.

Personalizing Your Fundraising Page

1. Visit www.tinyurl.com/icycle24
2. Click the "login or sign up" drop-down on the top right of the page.
3. Use your login credentials to login to the site - or click "forgot password to have a reset link emailed to you!"
4. Once logged in, you can update your fundraising goal by scrolling down to click the button which says "Update My Goal."
5. Click the "My Fundraising Tools" drop-down box at the top of the page.
6. From here, click "Copy my page URL" to get your personal fundraising link.
7. From "My Fundraising Tools" drop-down, click "Edit My Page" to add any custom content.

Any of the sections (or "widgets") with a settings gear at the top right can either be customized (click the settings gear for options) or hidden from your page (click the eye icon to hide). ***To add photos other than your "profile image" - click into the gear icon of the "Add Custom Content Here!" section - then drag photos directly into that section for them to appear***



2023 ICycle Team HomeStart
Carrie Neff
February 15, 2023 1:00pm - February 17, 2023 6:00pm

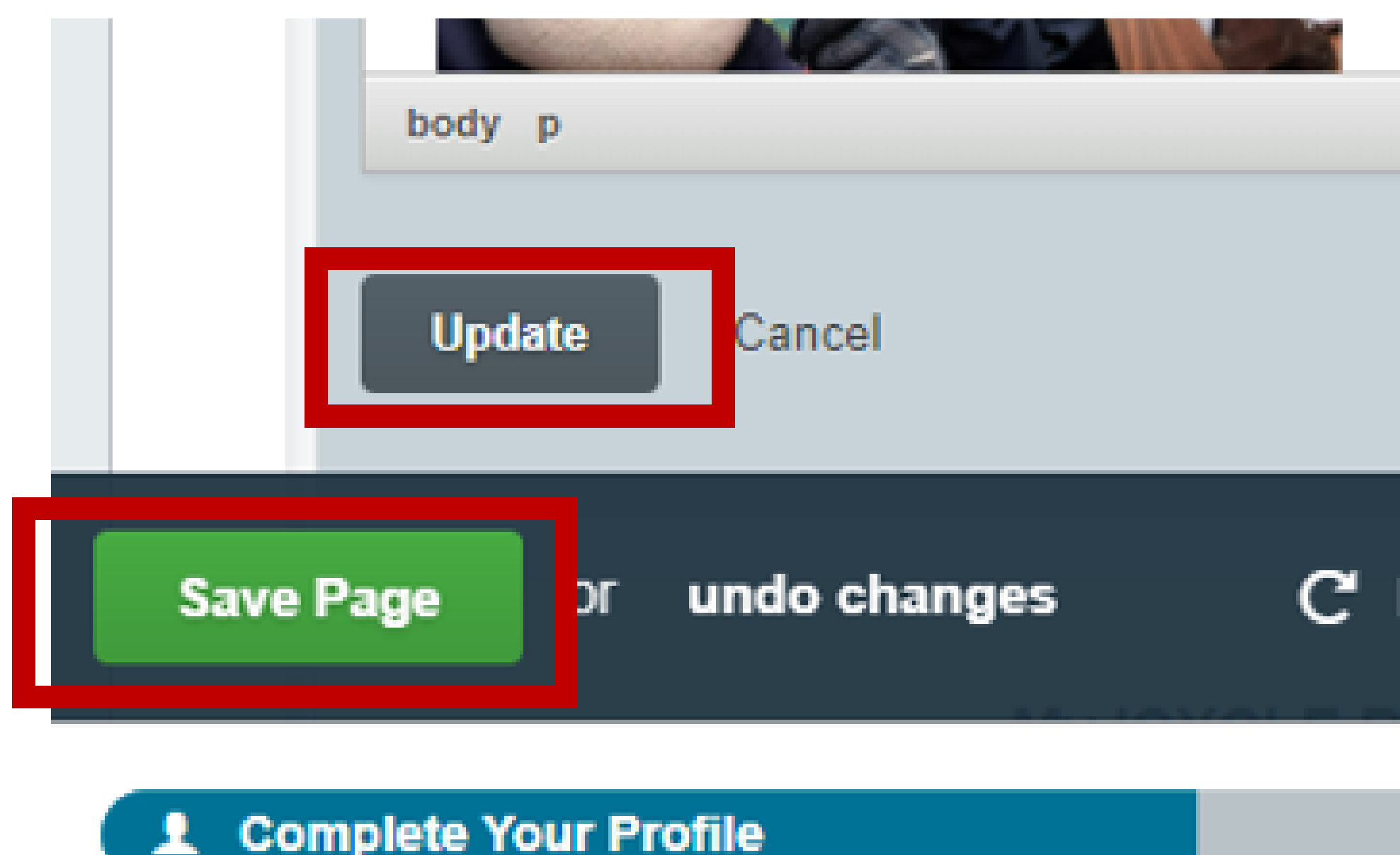
Carrie's Fundraising Page

Although I spend most of my time working for HomeStart, I believe this organization is one of the most efficient and effective places to donate my own money (having been involved in many nonprofits before). I am not required to raise any money as a staff member, however, as a human being who wants to see homelessness ended and prevented whenever and wherever possible, I will gladly collect donations for my absolute favorite

100%
80%
60%
40%
20%
0%

\$463.50
achieved

\$1,000.00
goal



body p

Update Cancel

Save Page OR undo changes

Complete Your Profile

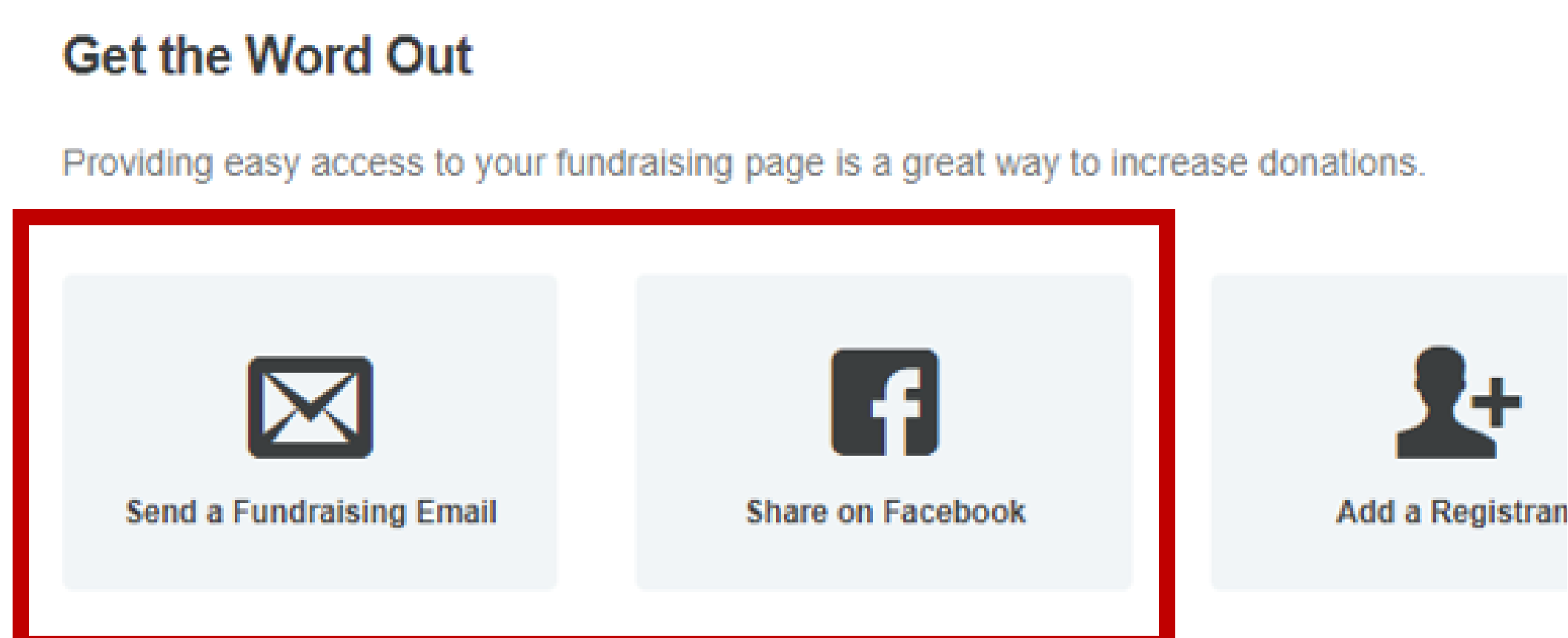
After customizing each/any section, click BOTH the gray "update" button on that particular section, as well as the green "save page" button at the very bottom of the screen!

Tips for Fundraising Asks

Studies have found that for more than 85% of charitable donations, people gave because someone asked them to.

(Psychology Today, 2017)

1. Copy your personal fundraising link to include in any asks (see previous page for instructions).
2. Use the sample emails on the following pages to send your own individualized emails to friends, family and people in your network - don't forget to include your personal fundraising link in each email!
3. Alternatively, go to the "My Fundraising Tools" drop-down and click "Fundraising Dashboard" to access options to "Get the Word Out" and use custom email templates and social media sharing options directly from the fundraising site (see Page 7 for sample social media content).



4. Include in your email why this issue is important to you - other people are much more likely to support you with something that means a lot to you and is less generic.
5. Make a list of people you can ask - your fundraising network is bigger than you think - include friends, family, professionals (your dog walker, your dentist's office, your hairdresser/barber, etc.) and others who you've supported in their own fundraising endeavors at some point.
6. If you don't hear back from someone after a reasonable amount of time- don't let them off the hook with just one email - be sure to follow up with a few reminders that you're still raising money and need their help.
7. Double your impact by asking people to consider if their own companies/organizations offer matching gifts - make sure to mention this in your email if you think it's relevant for the person you are emailing.
8. Any corporate donors giving \$5,000 and above will be recognized as sponsors with a logo on the following: (1) HomeStart's website, (2) the ICycle site, (3) signage at the event and (4) in HomeStart's quarterly newsletter to 9,500+ constituents).

Sample Fundraising Emails

Copy & paste these emails to personalize and send to your networks!

SAMPLE EMAIL:

Hello [NAME OF DONOR],

With its biting winds and blizzards, February is a rough month for everyone in New England. In mid-February, I will be outdoors in the middle of winter on a spin-bike to raise money for individuals and families experiencing homelessness in Boston. It will be a reminder that spending just one hour out in the cold, rain, or snow is nothing compared to living without the comfort and safety of a home. [Optional: INSERT WHY THIS CAUSE IS IMPORTANT TO YOU]

Will you help me reach my goal of [YOUR INDIVIDUAL FUNDRAISING GOAL] by making a donation to my page here [YOUR FUNDRAISING PAGE LINK] - where all proceeds will benefit HomeStart, Inc., a nonprofit committed to ending and preventing homelessness in Greater Boston?

HomeStart's goal this year is to raise \$500,000 for its core programs and services. Money raised by my ride with my colleagues will be used to provide critically needed eviction prevention services, housing search assistance, and stabilizing wrap-around supportive services that work to help neighbors in crisis secure safe, affordable housing connected to a community of support. Click here to support my ride with [INSERT YOUR TEAM NAME] [& YOUR FUNDRAISING PAGE LINK]!

If you would prefer to make a donation by check, you can make it payable to HomeStart, Inc. and mail to the address below (please put my name in the memo!) or if you would like to make a donation through a Donor Advised Fund, please add my name and "ICycle" as a note (HomeStart's EIN is 04-3311270).

I really appreciate your support!

[YOUR NAME]

For more information about HomeStart, visit www.homestart.org.

Checks can be sent to: HomeStart, Inc - ICycle (c/o Cindy Rubin) - 105 Chauncy Street, Suite 502, Boston, MA 02111 *(please put the name of the rider you are supporting in the memo of the check so it counts towards their goal).* For Donor Advised Fund gifts, HomeStart's EIN is 04-3311270.

SAMPLE FOLLOW-UP EMAIL:

Hello [NAME OF DONOR],

You might have missed my previous email about my upcoming ICycle ride, however, there's still time to help me reach my goal! I am trying to raise [INDIVIDUAL FUNDRAISING GOAL] with the rest of my colleagues to help HomeStart end and prevent homelessness right here in Boston and only have [AMOUNT LEFT TO RAISE] to go!

In [HOW MANY DAYS/WEEKS UNTIL THE EVENT], I will be on a spin-bike outdoors braving the elements to raise money for individuals and families experiencing homelessness in Boston. It will be a reminder that spending just one hour out in the cold, rain, or snow is nothing compared to living without the comfort of a home.

Please help me reach my goal by donating what you can here [YOUR FUNDRAISING PAGE LINK] and know that it will make a meaningful difference in HomeStart's work to end and prevent homelessness!

Again, I really appreciate your support!

[YOUR NAME]

For more information about HomeStart, visit www.homestart.org.

If you would prefer to make a donation by check, you can make payable to HomeStart, Inc. and mail to the address below (please put my name in the memo!) or if you would like to make a donation through a Donor Advised Fund, please add my name and "ICycle" as a note (HomeStart's EIN is 04-3311270).

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Sample Social Media Post

Copy and paste this text below and add your fundraising link as well as this image (optional) to post on your preferred social media sites.

On February 14th/15th, I will be on a spin-bike outdoors in the middle of winter with my <name of company> colleagues raising money to end and prevent homelessness with HomeStart! Please support us here: <insert personal page link here>



CAN YOU IMAGINE
WINTER IN NEW ENGLAND
WITHOUT A HOME?

For the over 17,000 individuals and families
in MA experiencing homelessness,
it's a cold reality.

This February, I'll be spinning
outside in the cold to help neighbors
experiencing homelessness or housing instability
regain the safety of home.

Help me make a difference!



Wednesday, February 14th | 1-7pm
Thursday, February 15th | 7am-7pm

111 Harbor Way
55 Pier 4 Blvd., Boston, MA 02210

Click my Qgiv link to support my ride.
Help me reach my goal to help HomeStart end and prevent
homelessness in Boston!

To tag HomeStart in your post use the following:



facebook.com/homestartorg/



@HomeStart_Inc



@homestart_inc



linkedin.com/company/homestart