



Bucks for Bridging Team Procedures & Guidelines

Getting Started

1. Your Team Captain creates a team page.
 - To create your team's page visit <http://www.active.com/donate/bedraceforbridging>.
 - Click on "Become a Fundraiser" at the top of the page.
 - * *The name of your team page must be the same as your Bedrace team name.*
2. Each team member creates a donation page and links it to the team page.
 - To begin your individual page, visit this site:
<http://www.active.com/donate/bedraceforbridging>.
 - Click on "Become a Fundraiser" at the top of the page.
 - * *Each individual's page must be linked to a team page.*
3. Collect donations to furnish more Twin Cities' homes with hope!
 - All donations are tax-deductible and directly benefit Bridging.
 - The teams that raise the most money win great prizes (e.g. Delta Air Lines tickets!).
4. **Online donations to your team and individual pages will be accepted until Friday, March 2, 2012 at 5:00 p.m.** If donations are made on your donation pages after this time, they will not be counted toward the contest. If your team would like to receive donations after this time, donations will be accepted on-site at the Bedrace on March 3rd.
 - ***If someone would like to donate to your team on-site***, they must know the team captain's name AND team name. Please see the next section ("Collecting Donations") for important details.

Collecting Donations

Encourage your friends, family, and co-workers to support you as you support Bridging!

- To receive donations, direct donors to visit www.subwaybedrace.org and click on Donate Now on the event homepage. Donors will then be brought to the event donation page where they can search for your team page and/or individual page to make a donation.

IMPORTANT: Collecting Cash and Check Donations

Cash and check donations are accepted, however, only credit card and debit card transactions are accepted through your online donation page. If you would like to collect cash and check donations, these donations must be physically turned in at the Bucks for Bridging table on-site at the Subway Bedrace for Bridging at Buck Hill on Saturday, March 3, 2012. Please do NOT mail cash or check donations prior to the event.

The team member(s) turning in the check and cash donations on-site must provide this information at the Bucks for Bridging table:

1. Team captain name
2. Team name
3. Total donation amount in checks
4. Total donation amount in cash

Check donations must be made payable to “Bedrace for Bridging” and include the team captain’s name AND team name.

IMPORTANT: Donations Made On-Site at the Event

Checks, cash and credit card donations will be accepted on-site at Buck Hill on Saturday, March 3rd at the Bucks for Bridging table. If someone wants to donate to your team, they must know the team captain’s name AND team name. Checks must be made payable to “Bedrace for Bridging” and include the team captain’s name AND team name.

Questions & Answers

Q: Are There Prizes for Raising Funds?

A: Yes. Prizes are awarded to the teams that raise specific fundraising goals, as well as the teams that raise the most money. A complete list of prizes is available online at <http://www.subwaybedrace.org/bucksforbridging.htm>.

Q: How Can I Increase Donations for My Team and/or Individual Page?

A: A list with tips for increasing donations is available here: <http://www.subwaybedrace.org/bucksforbridging.htm> (scroll down to the “Bucks for Bridging Resources and Tips” section at the bottom of the page).

Q: What Do I Say to Possible Donors?

A: When your individual or team page is created, an email template for distribution to friends, family, neighbors and co-workers is automatically available from your page. This template can also be tailored to include your donation request, as well as your own stories about Bridging and the Subway Bedrace for Bridging. The email template can be sent directly from your team or individual page. If you prefer to send an email to friends, family, neighbors and co-workers

through another email program (e.g. Hotmail, Google, Yahoo!), the email template can also be copied and pasted into that program.

Q: How Much Should Someone Donate?

A: Donors can donate as much as they are comfortable giving. Bridging strives to provide every family or individual that enters its doors with essential furniture and household goods. The typical client's home is furnished for nearly \$300 (\$1,700 thrift shop value of furniture). Bridging's goal for each Bedrace team member is to raise \$300 and \$1,200 for each Bedrace team.

Q: How Can I Customize My Team and/or Individual Page?

A: There are many ways to tailor your page, such as personalizing your landing page greeting, uploading photos, changing the page layout, and even your page colors. As part of the page set up, you can decide which items you would like to customize. These items can also be changed at any time. It is important to customize your page because a more compelling page can result in increased donations!

Additional Questions?

Do you have questions about setting up or updating your team's page or your individual page? Please contact customer support for the online donation program, Active Giving, at (877) 228-4881. Then, press option 2 or 3 (both options offer the support you need).

Additional tips and pointers can be found on the "Bucks for Bridging Resources and Tips" section located at <http://www.subwaybedrace.org/bucksforbridging.htm> (scroll to the bottom of the page).

Do you have other questions about Bucks for Bridging? Please contact Heidi Schwitzer at Bridging (heidi.schwitzer@bridging.org or 952-460-3750).