You make moments like this possible.

Chase, 8, overcame numerous medical challenges to ditch his training wheels.
Welcome to the first Children’s Hospital Colorado Courage Classic Virtual Tour!

The first ever Courage Classic Virtual Tour’s distance-based format will broaden the possibilities beyond what any of us ever dreamed. While we encourage you to continue to keep the incredible tradition of cycling alive – around the block, in your basement on your Peloton, or out on the trails or roads for the full tour mileage – we know that this will be challenging for some. Whatever challenging activity you choose, set a distance-based goal – and you can ride, spin, run, hike, swim, row, walk or go the distance for children’s health in whatever way you choose to support Children’s Colorado.

Use the tips and resources in this fundraising toolkit to make the greatest impact you can.

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Cover photo courtesy of Life Up High Photography

2018 Children's Hospital Colorado Patient Ambassador Lillian, 11, has Celiac Disease. She gave out medals and cheered on cyclists at the Courage Classic finish line to thank them for raising money for the hospital.
**Why Children’s Colorado?**

**Our Mission**

Children’s Hospital Colorado Foundation is an independent non-profit organization dedicated to advancing the mission of Children’s Hospital Colorado.

Gifts from the community enable Children’s Colorado to treat every child who needs care, regardless of a family’s ability to pay. Philanthropic support also makes treating the whole family possible, including mission-focused services that aren’t covered by insurance. Donor-supported partnerships with schools, local public health agencies, and community organizations build capacity to promote children’s health where they live, learn and play. Donations advance everything from research, innovation and clinical care to population health and regional growth across Colorado and into other states, such as Wyoming and New Mexico.

**About Courage Classic**

Founded in 1990, the Courage Classic Bicycle Tour is the single largest gathering of people coming together to raise money for Children’s Colorado, while honoring the kids we treat. To date, the Courage Classic has raised more than $50 million for Children’s Colorado.

This inspiring community is made up of grateful Children’s Colorado patients and families, dedicated caregivers from the hospital and the community, loyal donors, who believe in our mission, committed volunteers, and corporate partners, investing in kids’ health in the places they do business.

With each pedal of the wheel over the course of the two-day tour, 2,000 riders — supported by 300 volunteers — cycle through the beautiful Rocky Mountains and turn resilience and strength into optimism and action.

Whether you ride in, fundraise for, donate to, volunteer at or sponsor Courage Classic, your support helps provide lifesaving care for children at the region’s only nonprofit pediatric hospital. You make a difference for the kids and families who depend on Children’s Colorado, one mountain pass at a time.

**Where Your Money Goes**

Courage Classic fundraising supports the Children’s Fund. The Children’s Fund at Children’s Colorado gives the hospital the flexibility to serve the greatest needs of our patients.

Children’s Fund gifts shape the experience of every child who enters our door by supporting research breakthroughs, innovation in pediatric healthcare, family support initiatives and access to care. Children’s Fund gifts help support:

- Groundbreaking strides in research that lead to more effective treatments and cures for childhood illnesses — discoveries that can be brought to the bedside, benefiting children immediately
- Family-centered care that supports parents, family and siblings
- Quality of care throughout our Network of Care and regional clinics
- Financial support for families and children, who need assistance, because we believe all kids deserve the opportunity for good health

Four-year-old Olivia had a liver transplant at Children’s Hospital Colorado when she was 7 months old. Her parents cycle in the Courage Classic to raise money for the hospital that saved their daughter’s life.
Getting Started

Checklist
- Register for the virtual event – it’s FREE!
- Join our Facebook group
- Write your personal story
- Set up fundraising page
- Set up your Facebook fundraiser
- New – Set your distance-based goal through Strava
- Begin fundraising
- Join us July 18-19 for our virtual celebration!
- Thank donors

Registering
Getting registered is easy! Visit our website and fill out our registration form. If you are a returning rider, log in, and your information should auto-populate. Just update your information, and you’re ready to go!

If you are a team captain, you will be asked to register before your team members to allow them to find your team name when they are registering. We will email all captains before we open registration to everyone.**

**Consider donating to your ride when you register to jump start your fundraising. When you donate to your own ride, you show your friends, family and network that you have confidence in our mission. Data shows people who both fundraise and self-donate raise more than those who do one or the other!

In the upper right-hand corner, click here to log in to your personal dashboard

Click here to edit your personal page

Setting up your page
Once you have registered, it’s time to set up your personal fundraising page:
- When you personalize your fundraising page, you raise far more money than if you don’t add personal details.
- The 2016 Blackbaud Peer-to-Peer Fund- raising Study, shows that participants who update their personal page typically raise at least 7 times more than participants who do not update their pages and can raise up to 18 times more.
- In 2018, only 75 percent of fundraising Courage Classic riders personalized their fundraising pages. Those who per- sonalized their fundraising page raised an average of nearly $1,000 more than those who didn’t. Incremental increases in fundraising for each rider would add up to a lot more money raised for kids.

Here are a few tips to consider when updating your personal page...
- **Tell your personal story:** If you have a personal story of why you are riding, share it! It doesn’t need to be long - just a paragraph or two about why this ride means so much to you, and why you are fundraising. The more compelling your story, the more compelled people will be to donate to your ride.
- **Share lots of photos and videos:** Be sure to add a personalized photo to your page - of the person you’re rid- ing for, you training, etc. Photos and videos are some of the most compelling ways to get people to donate to your ride.
- **Write about why you’re participating:** If you don’t have a first-person connection to the hospital or event and fundraising for it, you can still talk about why you are participating. Perhaps you were motivated by a friend or neighbor’s experience. Or maybe you know one of the caregivers who are riding, and they’ve talked about why this ride means so much to them. Or you may just be passionate about children’s health. Regardless, the more that people know your personal reasons for riding, the more likely they are to give to your ride.
Tell your team’s story: If you are participating for a team, consider using the team’s fundraising copy as your own personal story to demonstrate why you are riding.

Find inspiration in other fundraising stories: Check out the Top 20 fundraising individuals (and teams) to see how they effectively told their stories. Visit the Children’s Hospital Colorado Foundation website to see how we are currently telling kids’ and families’ stories for fundraising. Look to other charities you admire for fundraising stories. Think about stories that have inspired you to take action recently. What did they do well?

Phone a (writer) friend: If you’re really stuck, ask a friend to help you out! If you have friends in communications, journalism, marketing, writing, etc., even better!

Repurpose existing stories: Share existing stories from Children’s Hospital Colorado Foundation’s website as you look to raise funds on social media for your team.

The importance of setting goals

Because Courage Classic is the single largest fundraising event for Children’s Hospital Colorado – both in participation and dollars raised – we encourage you to aim high in your fundraising goal setting.

Aim high: Some of our participants meet their fundraising goals each year well before the tour even takes place. We encourage riders to look at their fundraising from prior years and add $100 to $200 to that goal or to set a goal that might seem like a stretch. There’s no shame in setting a lofty goal.

Set goal your goal high to see how much you can raise for kids: Many set a conservative fundraising goal, instead of aiming high! We understand that fundraising can be a challenge, but remember why you are going the distance – for the kids! We have developed this guide to help make fundraising as easy, fun and rewarding as it can be.

Increase goal if you meet it before the virtual tour program or end of fundraising: If you meet your goal early, congratulations! If it feels right to you, consider upping your fundraising goal, so new potential donors who visit your fundraising center will be inspired to give more to help you meet that next milestone.
Fundraising 101

Fundraising tips and ideas
Fundraising is easier than you think, you just need to ask. The more you ask everyone you know, the more likely you are to get a donation of some kind. If you need more fundraising tips or recruitment tips, we have seasoned team captains who are willing to talk to you about how they’ve had success in fundraising and recruiting. Feel free to reach out to us, and we will connect you with another captain. Conversely, if you have strategies that have worked, please share them with us! We are always thrilled to pass along ideas and help grow our fundraising and rider base.

Start simple to get the word out – Start by updating your personal page, sending emails to your friends and family, or making calls!

Ask for donations through social media –
- Connect your Courage Classic Fundraiser to Facebook: Check out step-by-step instructions to connect your fundraiser to Facebook.
- If you have a Facebook Fundraiser, share a link to this on Facebook. If you are asking people in an email to donate to your fundraising effort, share the link that goes directly to your Personal Page.
- Share photos and videos from your journey on Instagram and Facebook
- Share updates on your training mileage, fundraising progress and count down to the ride
- Include links to your social media pages along with a link to your fundraising page in your email signature and donor emails

Find team sponsors – One of the most successful ways some of our top teams have met their goals is by soliciting corporate sponsorships. Please reference the fundraising page for a sponsorship letter template and a guide on how to set up your sponsorships.

Matching funds from employers – Inform your donors that their employers will often match the money they donate to nonprofits. They – and you – can double the impact of their gifts.

Email signature – Consider adding a link to your fundraising page in the signature of your email – both personal and business, if this is allowed.

Host a virtual kick-off party – This is a fun way to rally your group around a fundraising goal and gain momentum for the event. Tip: host a virtual pizza party, trivia night, or other virtual fundraising events.

Set a distance based goal using Strava – ask your friends to pledge $ per mile and use Strava as a way to encourage fundraising!
A few things to keep in mind when thinking of other ways to fundraise...

- Raffles, bingo, lottery and drawings are games of chance and are considered a raffle. **Raffles MUST be approved and registered by the state.** If you hold a raffle without obtaining your own raffle license, you will be conducting an illegal raffle according to Colorado State Law and subject to review by the Colorado Gaming Commission. You must provide current raffle license information (organization name, raffle manager name and license number) to the Foundation prior to holding a raffle.

- If you hold a silent auction, sales tax must be collected on any tangible items sold through the auction. Sales tax is calculated on the sales price of a tangible item regardless of the fair market value of the item. Sales tax is determined by the location of the sale. Please ask the Foundation to look up the sales tax for the location of your silent auction.
Team Captain Guide

Checklist
- Continue to recruit team members
- Create team sponsorship opportunities
- Communicate with your team, encourage fundraising and have them join the Facebook group
- Consider having a virtual team party this year
- Thank your team!

Team Sponsorship Policy
You may be interested in finding corporate sponsors for your team. While Children’s Colorado asks that you do not approach any of our corporate sponsors listed on the Courage Classic website, we encourage you to cultivate your own sponsorships. Here are the guidelines:

- Team sponsorship obligations are fulfilled by the team, not by Children’s Colorado Foundation. Since team sponsorships benefit only team members and not all Courage Classic participants, teams cannot promise sponsors benefits beyond what can be provided by the team.
- Children’s Colorado Foundation can collect team sponsorship funds only when the purpose of these funds is to pay for registrations for specific riders or when the funds represent charitable donations to the team. Funds to be used to purchase items for the team (jerseys, etc.) or for team activities (parties, training rides, etc.) cannot be collected by Children’s Colorado Foundation.
- Depending on the structure of the team sponsorship program, there are 3 categories of support a sponsor might provide to a team: (1) underwriting or purchasing team activities and/or goods, (2) paying for registrations, and/or (3) making donations that are credited to the team or specific riders on the team.
- Please see the team sponsorship resources on the fundraising page to learn more.

Team Spirit

Jersey Design
Primal offers teams participating in Courage Classic the opportunity to take advantage of their Primal Gives Back Program. For team orders, Primal is committed to donating up to 15% of your order total back to your Courage Classic team’s fundraising account.

Designs and revisions should be started by May 20, 2019. All orders must be placed by June 6, 2019, to receive your jerseys in time for the event. Please reach out to Primal directly to get this process started.

Primal
Stephen Blackband
(720) 262-9152
stephen.b@primal.com

Team Swag
Consider branding your team with other custom apparel (shirts, hats, etc.). Some teams have created custom apparel that they have sold to fundraise even further for their teams. In addition to helping your team raise more money, these custom apparel items can garner interest in your team when worn around your community and at work by team members. Brand Agents is a fantastic vendor to work with for additional apparel!

Brand Agents
Gwen Grant
(303) 693-4057
Brandagents.net

Children’s Hospital Colorado brand use guidelines
All materials that use the name Children’s Hospital Colorado and/or Children’s Colorado logo must be approved by the Foundation prior to printing or use to make sure the pieces adhere to our brand guidelines. Please contact the Creative Services Manager, John LeCrone at jlecrone@childrenscoloradofoundation.org for approval of name and/or logo use. To access the 2019 Courage Classic logo and brand standards guide, go to here.

Connecting with Other Teams
Communicate with other team captains and participants in the discussion section of our event Facebook page, and keep track of key dates, events and updates: Courage Classic Facebook Group.
Contact Us

Have a question that’s not answered here?

Contact Kortney Raab
720-777-7499
CourageClassic@childrenscoloradofoundation.org

You can also visit our website at CourageTours.com for more information.