

# ASKING FOR BIG BIKE BASH DONATIONS – What and How

## WHAT kind of donations do we want?

1. Bike AND non-bike items have a wider appeal - bicycles, bike gear, bike clothing, gift certificates (dinners, spa treatments, massages, personal training sessions, etc.), artwork
2. We have 3 categories of items this year:
  - a. Silent Auction (100 or so items spread over tables with Bid Sheets)
  - b. Live Auction (4-5 items of high value)
  - c. Raffle (dozen or more lower-cost items)
3. Items with higher retail value net MCBC more income – we start auction bids at approx. 40% of the retail value, although we do not note the retail value on the Bid Sheet.
4. The donations can trickle in until the week before the BBB, but sooner is much better because we need to categorize, label, and put a minimum bid on everything in advance of the party. We continually add donor names to our website as items arrive.

## HOW do we ask for donations?

1. Members can donate their own services and products – this is a great way to advertise to the MCBC membership.
2. Members can solicit their favorite shops because businesses prefer giving to their own friends and customers.
3. MCBC contacts our previous years' vendors.
4. Speaking directly with the business owners (of small shops) or the marketing/community donations staff person (of larger businesses/firms) is most effective.
5. Remind businesses that their marketing budget can be used for community donations and they will be acknowledged in our publications (see below)!
6. All donations to MCBC are tax-deductible because we are a non-profit.
7. MCBC can provide various pieces of marketing info for volunteers, as desired:
  - a. MCBC letter of request
  - b. MCBC brochure
  - c. Pedal Press current issue – current “hot items” are included
  - d. Annual Report – gives a good overview of all our activities
  - e. Tax deduction receipt

## Types of Publicity for Donors

- MCBC website listing ([www.marinbike.org](http://www.marinbike.org)) and a hotlink to donor's website
- Mention of all donors in the **Winter 2008 issue of the *Pedal Press*** newsletter
- Poster listing of all donors displayed at the event
- Advertising via donor's product on view at the event