



ICYCLE SPIN-A-THON

TO BENEFIT HOMESTART



Fundraising ToolKit

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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.

**FEBRUARY
12TH & 13TH
2025**

*111 Harbor Way -
Seaport District*



HomeStart
Ending and Preventing Homelessness



About HomeStart

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 17,000 people out of homelessness and prevented more than 6,000 households from being evicted - with 95% of those households remaining securely housed even 36 months after the intervention.

Our approach is three-pronged:

EVICTION 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 Yearly Impact:

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.

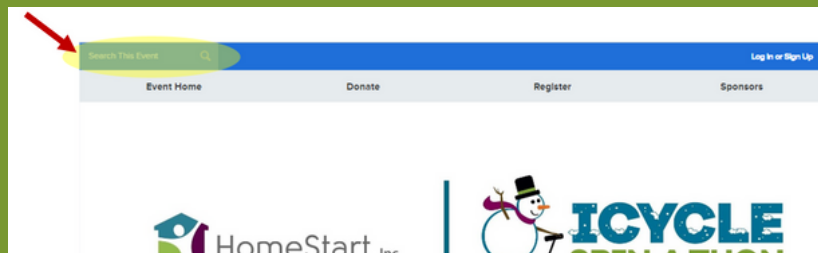
How to Sign Up

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

- Visit www.tinyurl.com/icycle25
- 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



- 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 if needed****
- 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!

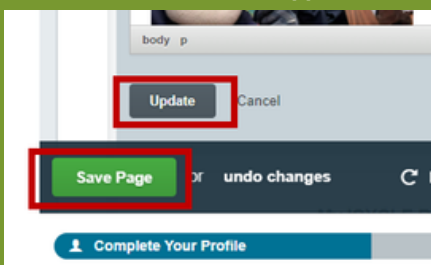
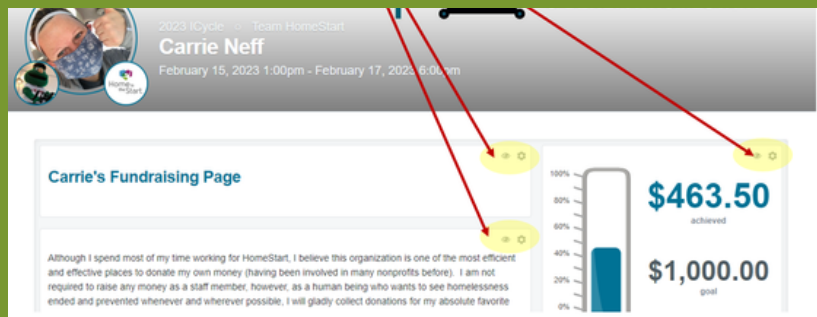
Contact Carrie Neff if you need any assistance - neff@homestart.org | (857) 415-2242.



Personalizing Your Fundraising Page

1. Visit www.tinyurl.com/icycle25
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 from your computer directly into that section for them to appear***



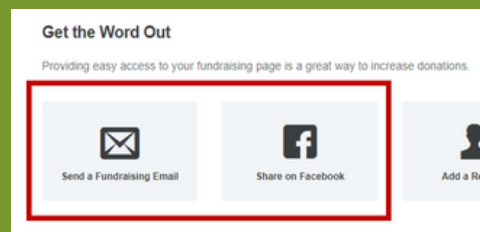
After customizing each/any section, click **BOTH** the gray "update" button on that particular section, as well as the green "save page" button at the very bottom of the screen!

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)

- Copy your personal fundraising link to include in any asks (see previous page for instructions).
- 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!
- 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).



- 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.
- 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.
- 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.
- 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.
- Any corporate donors giving \$1,000 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 and beyond?

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 Carrie Neff) - 105 Chauncy Street, Suite 502, Boston, MA 02111 (please put the name of the rider in the memo)

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.)

Checks can be sent to: HomeStart, Inc - iCycle (c/o Carrie Neff) - 105 Chauncy Street, Suite 502, Boston, MA 02111 (please put the name of the rider you are supporting in the memo so it counts towards their goal).


Sample Social Media Post

Click on the image below for the best resolution. Then Copy and Paste the caption and add your fundraising link as well as this image (optional) to post on your preferred social media sites:

Imagine facing a New England winter without a warm place to call home. ❄️

This year, I'm riding in ICycle with HomeStart, a nonprofit that's already helped over 17,000 people find stable housing—but so many more still need our support.

Every minute I ride, every dollar you contribute, directly brings warmth, security, and hope to families braving the cold without a home. Please consider donating or cheering us on. Let's turn compassion into action and make this winter safer for those who need it most.

 17 Date: Wednesday & Thursday February 12th, 2025

 Location: 111 Harbor Way Seaport District | 55 Pier 4 Blvd Boston, MA 02110

#ICycle2025 #SpinToEndHomelessness
#WarmthForAll



HOMESTART 

ICYCLE SPIN-A-THON 2025

Because no one should face a New England winter without a warm place to call home

 Wednesday February 12th 1PM - 6PM
 & Thursday February 13th 7 AM - 7 PM

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

Visit my Qgiv link to support my ride and help HomeStart's fight to end homelessness!





Tag HomeStart in your posts by using:



facebook.com/homestartorg/



[@HomeStart_Inc](https://twitter.com/HomeStart_Inc)



[@homestart_inc](https://instagram.com/homestart_inc)



linkedin.com/company/homestart