



HOW TO DO YOUR OWN WELCOME RIDE

- **PICK A DATE IN OCTOBER. CHOOSE ANY ACTIVITY AND DISTANCE.**

Examples from previous years:

- **Individuals/Families:** Bike ride around the neighborhood; walk a certain number of miles each day, week or by the end of the month; go on a hike; play a round of golf.
- **Churches/Groups:** Host a bike-a-thon for your children's ministry; set a collective group goal and achieve it individually; take your youth group on a hike; have a costume parade during your fall festivities; have a "walk-around-the-park" small group outing.
- **GO TO EITHER "FUNDRAISERS" IN YOUR FACEBOOK NEWSFEED OR TO OUR CBFNC FACEBOOK PAGE AND CREATE A FUNDRAISER.**
- **MAKE YOUR FUNDRAISER TITLE:** {Your Name}'s Welcome Ride Fundraiser for Cooperative Baptist Fellowship of North Carolina (Example: Mary's Welcome Ride Fundraiser for Cooperative Baptist Fellowship). Please be sure to use "Welcome Ride" in the title.
- **USE THIS DESCRIPTION FOR YOUR FACEBOOK FUNDRAISER:**

Want to join me in supporting a good cause? I'm participating in Welcome Ride to raise money for the Cooperative Baptist Fellowship of North Carolina's new mission program, Welcome House Community Network. This emerging network provides temporary housing to neighbors in need all across the state. By supporting this mission program, together we can provide home to those who have lost theirs, welcome to those who are unwelcomed and hope for those who desperately need it. Your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support.
- **SET YOUR FUNDRAISING GOAL FOR AMOUNT.**
- **CLICK THE BLUE "CREATE" BUTTON AND SHARE IT WITH ALL YOUR FACEBOOK FRIENDS.**
- **BE SURE TO POST PICTURES AND/OR VIDEOS OF YOUR WELCOME RIDE TO YOUR FACEBOOK FUNDRAISER AND TAG US: [@Cooperative Baptist Fellowship of North Carolina](#).**

Have fun and be creative!



How to do a Welcome Ride Email Fundraiser

1. Describe the Fundraiser

We suggest you call it something like “Jane & Joe Smith’s Welcome Ride for Vulnerable Neighbors” or “The Smith Family’s Welcome Ride.”

Welcome Ride 2021 is raising awareness and funds for CBF of North Carolina’s new missions’ program: Welcome House Community Network. The goal of the network is to extend Christian hospitality in the form of temporary housing and community outreach to vulnerable people in every NC city and town. To put this ministry into motion by raising awareness and dollars, I’m (walking, riding, jogging, kayaking...) between now and October 31. Simply put, I believe every person should have a home and a community that welcomes them as a neighbor. Please consider supporting me (us) and this new, bold missions vision. No amount is too small.

My goal is \$200. You may give online at <https://secure.qgiv.com/for/wr2> or by check. Make your check payable to CBFNC and write in the memo line “Welcome Ride 2021.” Mail your check to CBFNC, 2640 Reynolda Road, Winston-Salem, NC 27106.

Thank you for supporting me. Please call or write if you have questions. (add your phone number).

2. Determine your email distribution list

Send to at least 15 close friends and family members. According to development experts most individuals will raise \$200 when asking their friends and family network to support their fundraising campaign.

3. Make it Relational

We recommend you send your fundraiser individually to your friends and family rather than as a group email. This takes time but it will produce positive results. You are advocating for the cause of the vulnerable. That is a key part of this campaign. Helping your friends see refugees and other vulnerable neighbors through your eyes is half of your message. You are including them as partners in your cause. The funding is secondary. Keep this in mind when you write. The focus of your effort is to advocate for those in need not that you need money. Begin your email with warm greetings according to your relationship. Then add the general description listed above.

4. Start your Campaign

Finally, please send your email to your friends and family network on or before October 14. That is the official Welcome Ride 2021 campaign start date. Encourage your friends and family to follow Welcome Ride on CBFNC’s social media:

Facebook: [Cooperative Baptist Fellowship of North Carolina](#)

Instagram: [cbfnorthcarolina](#)