



2019 Exclusive Iron Horse Bicycle Classic Sign Up Sheet

Ride and join Mercy's team
Be Part of **Mercy's Incredible Dream Team**
Raise a minimum of \$400 for
Mercy's Heart & Vascular Campaign
Durango to Silverton
May 24-26, 2019



THE IMPACT OF A MERCY TEAM

The Iron Horse is giving Mercy a limited number of registration slots for the 2019 race. Dollars raised by The Incredible Mercy Team will advance and expand life-saving cardiac and vascular care to include electrophysiology. This ensures Mercy being on the leading edge of medical innovation providing urban medicine in a rural setting while keeping all funds local.

FUNDRAISING MINIMUM

Your fundraising minimum is \$400 and includes your \$104 registration fee.

INCENTIVES

By participating in the Iron Horse Mercy Team, not only do you have the opportunity to help those who suffer from heart disease (the leading cause of death for both men and women), but you can also earn some cool Iron Horse swag along the way.

Rider registration includes:

- ♥ Registration fee included (\$104)
- ♥ Custom Specialized water bottle
- ♥ Access to four aid stations on course
- ♥ Finisher gift in Silverton
- ♥ Mercy Incredible Dream Team Iron Horse Jersey
- ♥ Access to after-party at Dr. Kim Furry's Silverton home with free food and drinks
- ♥ Recovery tent compliments of Mercy Regional Medical Center

BONUS: The person who raises the highest amount enters into a drawing for an awesome **GRAND PRIZE!!!**

Deadline to sign up is November 9, 2018

Deadline to be eligible for all fundraising incentives is March 1, 2019

Details on fundraising will be sent to you via email.

GETTING STARTED – Information will be posted at mercydurango.org

Mercy Health Foundation tab

Now that you're signed up, you will receive a number to be added to Mercy Health Foundation data base where we can track donations that come in for YOU!

On the donation, you will be able to see your number and total donations raised.

You can also drop off cash or checks to the Mercy Health Foundation office MOB Suite 248.

Review your goal. We recommend setting your goal to \$400 but don't stop there. Go as far as you like. Anyone who has raised a \$1000 or more will be entered into the drawing for an awesome **GRAND PRIZE!**

It's easier than you think to meet this milestone. It is Mercy Health Foundation's goal to raise \$40,000 for the **Heart & Vascular Project** from the **Iron Horse Mercy Incredible Dream Team.**

Get the ball rolling. Donate to yourself to show how invested you are in your Iron Horse journey. Ask others to match it.

Make your first ask. Post on social media, email your co-workers, call your aunt across the country. You're doing something amazing – Share it with the world!

Pro tip: We can provide you with a sample emails to customize or send as-is. Fundraisers who send emails raise more than twice as much money compared to those who don't.

Every dollar you raise makes a difference in the life of a patient. Thank you for your support!

Busy lives often interrupt great intentions. Don't be shy about repeating your request to potential donors. With each additional email you send, provide a fundraising and training update.

THANK DONORS AND THANK THEM AGAIN.

Please call or email for any questions: 970-903-8493 or kayhoppe.mercyevents@gmail.com

And remember, you have got to have  to ride the Iron Horse.

Fundraising Tools – Just some COOL ideas.

You can connect your training and mileage to fundraising. It is a fun, challenging, rewarding experience while you make a difference in the fight against heart disease. It's also a great way to earn cool incentives.

As a part of your registration for the Mercy Incredible Dream Team, you will be given a personal Fundraising Profile from Mercy Health Foundation. You can utilize this tool for support from friends and family to donate on your behalf. You can also accept donations directly!

Follow these quick steps to get your fundraising started.

1. Sign the signup sheet immediately (before October 31, 2019).

That will guarantee your spot on the team.

2. Start sharing with friends by word of mouth and on social media!

3. Engage your followers by letting them know WHY you are participating in this event.

4. Check out these fundraising **ideas** to start brainstorming ways you can make the biggest impact.

- Pledge an Amount Per Mile for a Maximum of 50 miles from Durango to Silverton.
- Pledge a Fixed Donation for Beating the Train! (WOW! That would be amazing!)
- Pledge a Fixed Donation for Making it to Silverton! (You will really be trying hard, so they may have to pay!)
- Pledge a Fixed Donation because “You Believe in Fighting for the HEART” and know others will be served. (Just in case you don’t make it!)

Remind your donors that their dollars are supporting the revolutionary work being conducted at Mercy for our Heart & Vascular Campaign of \$4 million.

MORE EASY, EASY IDEAS TO RAISE THE MONEY:

Make a few simple donation asks:

- ♥ Ask five friends for \$25
- ♥ Ask four family members for \$50
- ♥ Ask two businesses you frequent for \$100
- ♥ Ask your employer for \$150
- ♥ And don't forget to donate yourself!

For additional questions, we are here for you. Please email us at kayhoppe.mercyevents@gmail.com or call 970-764-2802

5 WAYS TO ASK FOR DONATIONS:

Email family, friends and coworkers directly. Be sure to include information on how to support your ride in your email signature for a subtle, consistent ask. Include your personal connection to the hospital, or share one of many inspiring patient stories.

Pick up the phone and call. It's a lost art, but you may find that your aunt across the country was tickled pink that you called.

Use the power of social media to reach your techie followers. Riding in the Iron Horse is something you should be proud to show off. Keep them updated on your progress, training and your experience at the tour. If you want to get fancy, you could share your experience via video or blog to inspire people to give.

Ask face-to-face. Think of all of the people you interact with in a week: family, friends, neighbor's coworkers, fellow gym goers, local businesses. They could all be potential donors.

Ask your employer if they would like to match your donations. This is a great way to double, or even triple, your fundraising dollars.

Whether you follow these tips or find an unconventional way to support our patients, we encourage you to find the philanthropic path that suits you best. Happy fundraising!

ARE YOU FEELING AMBITIOUS?

IF YOU WANT TO GO OVER \$400, THIS IS HOW YOU CAN RAISE \$1000 IN 10 STEPS.

1. Start by donating \$50 to yourself
2. Ask 2 family members to sponsor you for \$50 each
3. Ask 5 buddies and 5 Facebook friends to each contribute \$20
4. Ask 5 co-workers to each contribute \$20
5. Ask 5 neighbors each for \$20
6. Ask 10 people from your place of worship or other association to each donate \$10
7. Ask your manager for a donation of \$50 from your company or find out if they will match what you raise
8. Ask 5 businesses your company works with to sponsor you for \$40
9. Ask 4 businesses you frequent to donate \$25
10. OR, you can simply ask 50 of your Facebook friends to donate \$20 each!