PELOTONIA 17 FUNDRAISING TOOLKIT
Welcome!

By registering for Pelotonia 17, you’ve committed to much more than a bike ride. You are now a part of a movement to end cancer and a member of a community that is unlike any other. Whether you’re a seasoned pro or new to the Pelotonia crowd, we are pumped that you’re here. Together, we will end cancer!

This fundraising toolkit is designed to provide you with the tools and information necessary to achieve your fundraising commitment. After eight years and more than $130 million raised for cancer research, our team has learned the tips, tricks necessary to successfully fundraise. We are confident that if you follow the steps laid out in this toolkit, you’ll meet and exceed your commitment this year and have fun in the process.

Thanks for all you do!

THE PELOTONIA TEAM
WHERE THE MONEY GOES

Founded in 2008, Pelotonia was established with one goal: end cancer. The model of Pelotonia remains simple: thanks to the incredibly generous support from our funding partners, 100% of every dollar raised by Pelotonia Riders, Virtual Riders and Volunteers goes directly to fund cancer research at The Ohio State University Comprehensive Cancer Center–Arthur G. James Cancer Hospital and Richard J. Solove Research Institute. Pelotonia dollars support four key areas within Ohio State’s cancer program.

THE PELOTONIA FELLOWSHIP PROGRAM
The Pelotonia Fellowship Program trains promising and accomplished undergraduate, graduate, medical and postdoctoral students from any discipline at Ohio State who have the potential to become independent cancer researchers. The Fellowship Program started in 2010 and to date has awarded 405 student fellowships.

PELOTONIA IDEA GRANTS
It is unlikely that a cure for cancer will come from one scientist. Instead, it will be through team science that we will get new answers and treatments. With this in mind, the Pelotonia Research Award Program provides two-year “idea” grants that enable creative teams of scientists at Ohio State to embark on research that could lead to discoveries resulting in better treatments and prevention strategies. In the past five years, 99 OSUCCC–James research teams have received Pelotonia Idea Grants.

TOOLS FOR DISCOVERY
Pelotonia funds have supported an Ohio State and state of Ohio investment in an upgrade and expansion of nuclear magnetic resonance (NMR) capabilities on The Ohio State University’s main campus.

BRINGING THE BEST TO OHIO STATE
Over the past eight years, funds raised by Pelotonia have helped Ohio State recruit and retain some of the brightest minds in cancer research.

To read more about the impact of Pelotonia dollars, please visit pelotonia.org/impact/.
2017 FUNDRAISING COMMITMENTS

What is my fundraising commitment?

Depending on which route you choose to ride, you will also have an accompanying fundraising commitment:

<table>
<thead>
<tr>
<th>RIDE ROUTE</th>
<th>2017 FUNDRAISING COMMITMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>$1,250</td>
</tr>
<tr>
<td>45</td>
<td>$1,500</td>
</tr>
<tr>
<td>55</td>
<td>$1,750</td>
</tr>
<tr>
<td>100</td>
<td>$2,000</td>
</tr>
<tr>
<td>135</td>
<td>$2,500</td>
</tr>
<tr>
<td>180</td>
<td>$2,500</td>
</tr>
<tr>
<td>HIGH ROLLER</td>
<td>$5,000</td>
</tr>
<tr>
<td>VIRTUAL RIDER</td>
<td>$100</td>
</tr>
</tbody>
</table>

FUNDRAISING DEADLINE IS OCTOBER 6, 2017

We invite you to set a stretch goal on your rider profile. This feature allows you to share a goal above and beyond your fundraising commitment with your family and friends.
Now that you’ve decided to participate in Pelotonia, it’s time to shout it from the rooftops! It’s also time to think ahead about how you’ll meet your fundraising commitment. To alleviate any concerns you may have about reaching your commitment, we’ve developed a four-step method (PARTY) to help you meet and likely exceed your goals: Practice, Ask, Remind and Thank You.

STEP 1
PRACTICE

As you begin the process of fundraising, we recommend that you **practice clarifying your audience and your story**.

When you make a fundraising commitment, you have to think BIG about your potential audience. From the moment you sign up for Pelotonia, everyone becomes a potential donor. Take some time to sit down and brainstorm a list of people who might donate to your efforts this year. We recommend starting with:

- Friends and family
- Current or former colleagues and classmates
- Neighbors
- Your professional, volunteer or religious network
- Your social media connections

Don’t be afraid to ask people who live outside of your community to support you. **Last year, more than 40% of all donations to Pelotonia came from outside the state of Ohio!** Think global and remember that almost everyone has been affected by cancer in some way.

After you brainstorm your list of potential donors, practice telling your story by asking yourself the following questions. The answers might help you inspire donors to support you:

01 What does Pelotonia mean to me?
02 Why did I make the commitment to ride in Pelotonia?
03 What are my goals this year? Am I increasing my ride distance, riding for the first time or trying to beat my fundraising total from last year?
04 How has cancer impacted my life and why do I believe it’s important to fund cancer research?
05 If a friend told me that her donation wouldn’t really make a difference, what would I say to her?
TIME TO PARTY—A FOUR STEP FUNDRAISING METHOD

STEP 2

ASK

The most successful Pelotonia fundraisers have one simple thing in common: they ask as many people for support as possible, in very personal ways. Don’t procrastinate—from the moment you sign up for Pelotonia and complete Step One, it’s time to start communicating to your potential donors!

Start by creating an email or mailing list of the people you identified in Step One, and then sit down and write your first communication. An excellent fundraising email or letter should address the following questions:

- What is Pelotonia and where does the money go?
- Why am I participating?
- What is my fundraising commitment and how much progress have I made?
- How can a donor support me?

SAMPLE FUNDRAISING ASK FROM 2016 RIDER KARL KOON

Dear Friend,

Over the past ten months I’ve sent dozens of emails to friends and family and have posted hundreds of items on Facebook about my great passion for Pelotonia and raising money for cancer research at Ohio State. Why? Because I know with 100% certainty that riding my bike to raise money through Pelotonia is making the world a better place for my family and friends and your family and friends. And 100% of every penny raised goes exactly where we say—to cancer research. It’s that simple.

At midnight tonight, October 7, fundraising for Pelotonia 16 officially ends and I am sending you one more email and asking you to consider one more gift of $5.00—even if you’ve already given to me this year. Seriously—just five Washingtons. Or Cinco dolares. Or Funf dollar. Or Vijf dollar. Why $5 you ask? One dollar for each of the five hours my cousin sat in a chair undergoing five chemotherapy treatments over the past five months. One dollar for each of the next five weeks that she will spend undergoing radiation treatments—five days a week. This time it’s really personal… again…

And when you have an extra five minutes, please watch this video [which is actually only 4:07 running time]. I want you to meet Susan Davenport and hear her inspiring story which is the perfect way to demonstrate how riding a bike in Pelotonia raises money for cancer research. And Susan’s story vividly shows how the research being done at The Ohio State University translates into drugs and treatments that save lives. Like Susan’s life. And my cousin’s life.

Thank you for your consideration and thank you for supporting cancer research through Pelotonia.

With gratitude!

Karl

PS – for more stories like Susan’s, check out the IMPACT link on the Pelotonia website.
Once you have drafted a fundraising letter, it’s time to send it out! **We recommend sending at least four communications to your donors throughout the year, using this format:**

01 Announce that you’ve decided to ride in Pelotonia, share your story and why this movement is so important/personal to you, and ask for support.

02 Share an update on your training/progress to your goal. Be sure to thank everyone who has already donated to your efforts, and offer a gentle reminder to those who haven’t yet done so.

03 Following Pelotonia weekend, share details about what your experience was like along with some photos from the ride or Opening Ceremony. This is a great opportunity to thank everyone who has supported you and remind others who haven’t yet donated.

04 At the Check Celebration, Pelotonia will announce the total amount raised through Pelotonia 17. Share this extraordinary total with your donors and remind them that it wouldn’t have been possible without their support. Also, share specific stories about Pelotonia’s impact.

» See page 9 for a sample communication calendar.
Every fundraiser encounters a donor who pledges their support online or says “I’ll give you a check next time I see you!” but may forget to follow through. This is why it’s important to send reminders to the people who’ve pledged to support you.

Remember, you have until October 6 to meet your fundraising commitment—so we suggest sending a final reminder after you finish your ride. This timing will lend a sense of urgency to your request and allow you to share the story of what you have accomplished.

Here is an example of a great pledge reminder:

Dear Grayson,

I wanted to send you a quick note today to share that I DID IT—I completed my first ever 45-mile bike ride last week in support of Pelotonia! It was one of the most difficult but also most rewarding things I’ve ever done. The best part of the ride was crossing the finish line next to so many loved ones.

I am also excited to share that I am 95% of the way to my fundraising goal of $1,500 this year. If you are able to support me as I close out my fundraising efforts this year, I would be so grateful! While I am so proud to have finished the ride, I know the real work doesn’t stop until we reach our goal to end cancer.

Remember, 100% of your donation goes directly to cancer research. You can donate to my fundraising page before October 6 at www.pelotonia.org/dougonabike

Thank you so much for all of your support this year! I couldn’t have done this without you!

Doug
THANK YOU

Congratulations—you’re well on your way to reaching and likely exceeding your fundraising commitment! Now it’s time for the fun part: thanking your donors.

As time-consuming as it can be, nothing is more important than taking the time to say thank you to the people who supported you this year. Whether you create your own postcard or write a heartfelt note on Pelotonia stationary, always take the time to send a personal thank you note. Remember, you can download your donor address list from your profile.

You can purchase stationery from the Pelotonia store here: http://shoppelotonia.org/collections/accessories/products/thankyounotes

Here’s a sample message you can use when thanking your donors:

Dear Layne,

Thank you so much for your gift of $50 to my Pelotonia fundraising! I am proud to share that 100% of your donation will go directly to cancer research. Thanks to you, I was able to raise $2,500 for cancer research this year.

Your support carried me across the finish line and I could not be more grateful for your donation!

With love,
Kennedy
With a total of nine months available to you for fundraising, it’s easy to procrastinate and tell yourself you’ll get to it tomorrow. Don’t be that guy. Fundraising for Pelotonia should be fun and fulfilling—not stressful. So give yourself plenty of time to fundraise by registering early and following the PARTY Fundraising method. Check out this sample timeline to set yourself up for success.

### FEBRUARY

- **8**  
  **REGISTRATION OPENS!**

- **14**  
  Valentine’s Day isn’t just for Cupid… it’s also for fundraisers. Send your first fundraising letter today and ask for a little extra love from your friends and family.

### MARCH

- **1**  
  Celebrate the great response from your first fundraising letter, thank your donors and start to plan at least one creative fundraiser you can do this spring.

### APRIL

- **10**  
  Send your second fundraising letter and include some photos from your training rides.

### MAY

- **1**  
  Remember that creative fundraiser you thought of? Now is the month to make it happen.

### JUNE

- **15**  
  Q2 is coming to a close. Make sure you’ve submitted as many matching gift requests as possible, since it can take up to 6 months for checks to be disbursed and received at Pelotonia.

### JULY

- **5**  
  Exactly one month until the ride. Send your third fundraising letter and a training update to your donor list.

### AUGUST

- **1**  
  A few checks haven’t shown up on your page. Before you panic and call the Pelotonia staff, remember that the fundraising deadline is not until October 6.

- **4–6**  
  **PELOTONIA 17 WEEKEND**

- **7**  
  Congratulations—you did it! Send thank you notes to your donors and include photos from the ride. Send your fourth fundraising letter to people who still haven’t donated. Let us know how we can help.

### SEPTEMBER

- **6**  
  One more month to fundraise. Now is the time to get creative and make a final push to reach your fundraising commitment or go above and beyond to meet your stretch goal or achieve High Roller Status.

### OCTOBER

- **6**  
  **FUNDRAISING DEADLINE**

- **7**  
  Time to celebrate and start looking forward to Pelotonia 2018!
FUNNY MONEY: FUND SHARING, MATCHING GIFTS & INDIRECT DONATIONS

This section is intended to answer some of our most commonly asked questions about fund sharing, matching gifts and indirect donations. Please carefully read the following pages, in addition to our comprehensive online FAQs at http://pelotonia.org/ride/faq.

FUND SHARING

The fund sharing period for Pelotonia 17 will occur between 10/2/17–10/13/17. During this time, there are two ways to share funds.

First, a Peloton’s general funds may be shared among individual Peloton Riders who still need additional funds to reach their fundraising commitment.

Second, an individual Peloton member’s funds in excess of his/her fundraising commitment may be distributed to another member of his/her Peloton who still needs additional funds to reach his/her fundraising commitment. Therefore, this could be a Virtual Rider or Volunteer (who has no fundraising commitment) or a Rider who has raised more than they were committed to raise. Please remember that a High Roller cannot share funds below $5,000, nor can he/she receive funds to get to his/her $5,000 commitment. Similarly, Virtual Riders cannot share funds below $100, nor can he/she receive funds to get to his/her $100 commitment. All requests to share funds must be submitted on our website by the Peloton Captain by October 13, 2017.

Most Pelotons expect those making a request for shared funds to have had involvement during the training year by supporting group efforts and being part of the “team.” Each Peloton sets their own fund sharing criteria and it will vary; there are no guarantees.

In 2016, more than $1.7 million in donations were shared between Pelotons and Riders. While we support fund sharing, we ask that you use fund sharing to supplement (not lead) your fundraising efforts. Dollars shared ultimately affect the total dollars raised for life-saving cancer research.

MATCHING GIFTS

Matching gifts are a great resource—but can also be frustrating when you’re fundraising on a deadline. Here are some important things you need to know:

Our colleagues at The Ohio State University Foundation assist us in processing matching gifts. They offer a fantastic tool that you can use to find out whether an employer matches charitable contributions, how frequently they disburse gifts, and how to contact their matching gift coordinator: https://www.osu.edu/giving/how-to-give/matching-gifts.html
FUNNY MONEY: FUNDSHARING, MATCHING GIFTS & INDIRECT DONATIONS

- We encourage you to apply for your matching gift as soon as possible to ensure your funds have the best chance of arriving into your account before the fundraising deadline. It can take between 3–9 months for a check to arrive in your account after you submit the initial request with a company. On rare occasions, it may take even longer.

- While the Pelotonia team highly encourages the use of matching gifts in fundraising, we have absolutely no control over the timing, distribution and receipt of your matching gift. For this reason, we encourage you to supplement your fundraising efforts with matching gifts instead of relying on them.

- Each company controls the schedule on which it issues matching gift checks. Many companies issue matching gift checks on a quarterly basis, while others may issue checks on a semi-annual or even annual basis. Thus, it is very important for you to familiarize yourself with a company’s matching gift policy.

INDIRECT DONATIONS

At Pelotonia, we consider a donation to be an “indirect donation” when it has traveled through a separate entity to get from the donor to the recipient. Examples of this include United Way contributions and websites like Network for Good, Benevity, JustGive and Truist.

It is important to pay close attention to these donations for these reasons:

- Pelotonia generally has little to no control over the receipt and allocation of these donations, and it is generally more difficult for money donated through a separate entity to find its way into your fundraising account.

- Similar to matching gifts, these donations must go through another company’s disbursement process before being received at Pelotonia. This may delay receipt of your donation.

- Many indirect gifts arrive at Pelotonia smaller than when the donor originally made the gift. For example, if you donate $100 to Pelotonia through an organization that takes a 10% processing and administrative fee from each donation, only $90 will arrive at Pelotonia.

- If you choose to give through indirect donations, it is imperative that you list the donor name, Rider name, and Rider ID number so that the gift can be acknowledged and allocated correctly.

We fully support the use of indirect giving, but it is important for riders and donors to educate themselves about the fees and legwork involved when donating through a separate entity, instead of donating directly to Pelotonia.
FUNNY MONEY: FUNDSHARING, MATCHING GIFTS & INDIRECT DONATIONS

DONATIONS INQUIRIES

We love to talk with our Riders and Donors as much as possible. However, as we get close to ride weekend, our team is extraordinarily busy with requests. We respectfully ask that between the time frame of July 17–Aug 6, you wait to reach out about non-urgent donation questions. We will be happy to assist you after the event weekend concludes.

Please remember that you have until October 6 to complete your fundraising and reconcile what donations and totals appear on your profile page. Thank you in advance for your patience.
FUNDRAISING MILESTONES

There are endless opportunities to tie fundraising to major events, seasons and holidays that you and your potential donors interact with. We’ve included a breakdown of some creative, seasonal fundraising ideas below.

YOUR BIRTHDAY
Considering asking for donations to your fundraising in lieu of birthday gifts this year—do you really need another pair of pajamas from your Mom anyway?

FEBRUARY
Valentine’s Surprise
Ask your loved ones to skip the chocolate and flowers this year and make a donation to your profile to show how much they care. Because what could be a better gift than making an impact on cancer research?

MARCH
March Madness
Ask your friends and co-workers who toss in donations for a tournament pool if they would consider matching the same donation for your ride. If you’re lucky, the winner might end up donating some of their winnings, too. Bragging rights and a donation to cancer research seems like a win/win to us.

APRIL
Spring Gardening
Ask your local schools, community centers, hospitals, etc. if they would donate an amount to your ride equal to what they would normally pay a landscaping company to plant new blooms for spring. A few hours of planting could result in a sizable contribution.

MAY
Garage Sale
Before the summer heat kicks in, pick a weekend morning to sell those old clothes and forgotten treasures sitting around your home. Ask a local coffee shop to donate hot drinks and/or pastries to sell. Bonus points if you ask other neighbors to join, too.

JUNE
National Cancer Survivors Day
June 4 is National Cancer Survivors Day. Post a message on social media asking your friends and family to donate $10 in honor of each cancer survivor in their lives. Also, invite them to join us at Pelotonia on the Patio this month!
FUNDRAISING MILESTONES

JULY
4th of July Parades
It’s not fun being patriotic if you’re parched. Keep cool on 4th of July weekend by making some patriotic beverages at your neighborhood block party and asking for donations in return!

AUGUST
Virtual Ride
Have friends and family who can’t make it to Columbus to participate in Pelotonia weekend with you? Have them join together between August 4–6 at a local spin studio to do a virtual ride and raise funds in your honor.

SEPTEMBER
Tailgate Party
Football season is in full force—host a tailgate to celebrate your favorite team. Ask your neighbors, friends or even a local restaurant to donate food and beverages for the party, then charge admission to watch, eat and enjoy the game! Adding in yard games like corn hole or can jam can create fun competitions and opportunities for additional donations for entry.

OCTOBER
Pumpkins for Pelotonia
Host a pumpkin-carving party and a 50/50 raffle with your closest pals. Set a $20 minimum and provide the pumpkins, carving supplies and spooky background music. Most creative pumpkin takes home half the winnings—the other half goes to your fundraising!
CREATIVE FUNDRAISING EXAMPLES

We advise that you choose at least one creative way that you can supplement your fundraising letters and emails. Here are examples of the most fun and creative fundraising ideas we’ve seen over the years. We’ve ranked them from easiest to most involved.

EASY AS PIE:

- Enlist your friends to host a bake sale, pancake breakfast or car wash.
- Deliver homemade goods in exchange for donations.
- Think about ways you can help people in your neighborhood or network—like mowing the lawn, shoveling snow, organizing closets, baking cookies, taking down holiday lights, addressing invitations—and exchange a service for donations.
- Invite your friends to Pelotonia on the Patio and allocate part of their ticket price to your fundraising.
- Don’t wait for your donors to think of it—get online and research your friend’s and family’s employers on our matching gift tool and encourage them to get their contribution matched.

REQUIRES A LITTLE BIT OF LEGWORK:

- If your employer allows solicitation at work, ask if you can have a “jeans day” where employees who donate to your fundraising can wear jeans.
- If you have a donor who is willing to give $500 or more to your fundraising, leverage that as a “matching” gift. Pick a time frame and tell your friends that every dollar they give during a certain week will be “matched” by that anonymous donor, up to a certain dollar amount.

BIG EFFORT WITH A BIGGER PAYOFF!

- Rent a movie projector and invite friends over to your backyard movie theatre. No tickets accepted, just cash donations.
- Find a favorite bar or restaurant willing to donate 20% of sales and invite your network for a night on the town.
- Ask a sports facility or fitness instructor to donate their space and/or time and host a tournament or class you can sell tickets for.
- Accept donations to tune-up your neighborhood bikes before the weather warms up. Bike maintenance skills required.
- Throw an event like a St. Patrick’s for Pelotonia Party and get green—green attire, green drinks and green cash donations.
- Look for sponsors and print their name on the jersey you’ll wear during the ride.
- Take on a freelance project and donate the proceeds you earn.
- Ask friends and local businesses to donate items and services that can be auctioned off for donations.
Once you’ve started putting your social networking skills to use, don’t forget about your social media skills!

Consider using Facebook, Instagram, Twitter, LinkedIn, YouTube, a blog, or any other platform when prepping and participating in Pelotonia. These are great channels to recognize your donors, ask for donations, share your story, provide training updates and actually show your friends what Pelotonia is all about. Here are a few suggestions:

### TWITTER

01 Thanks to @DougUlman for making a donation to my @Pelotonia profile! #OneGoal

02 I’m in for #Pelotonia17! Please consider making a $10 donation to end cancer [insert link here]

03 This Saturday I’m heading out on a 50-mile training ride. Anyone want to join? #Pelotonia17

### YOUTUBE

01 [https://www.youtube.com/watch?v=UKbOnQW4F1I](https://www.youtube.com/watch?v=UKbOnQW4F1I)

02 [https://www.youtube.com/watch?v=-wS3-VF51oM](https://www.youtube.com/watch?v=-wS3-VF51oM)

03 [https://www.youtube.com/watch?v=tSzPJuTsP6U](https://www.youtube.com/watch?v=tSzPJuTsP6U)

### INSTAGRAM
PELOTONIA TEAM TIPS

This isn’t our first rodeo. We’ve been around the block a few times and want to share our fundraising secrets with you. Check out our tried and true tips below:

**KRIS ANDERSON**
**DIRECTOR OF OPERATIONS AND SAFETY**
Joined Pelotonia in 2011

“Always start early, leverage your social media, and set a goal higher than the minimum.”

**JOE APGAR**
**DIRECTOR – PELOTONIA MOMENTUM FUND**
Joined Pelotonia in 2016

“Make your outreach as personal as possible. Don’t be afraid to ask!”

**NICK DENBY**
**VP OF FINANCE AND IT**
Joined Pelotonia in 2016

“Listen carefully to what your donor is passionate about. Think of how to convey your passion in a way that aligns with theirs.”

**SUSANNE KONDRACKE**
**ADMINISTRATIVE AMBASSADOR**
Joined Pelotonia in 2015

“The feeling you get when you receive your first donation is as exciting as the 5th, 6th or 20th you receive. Trust us, people want you to ask them!”

**JILL LONDINO**
**RIDER RECRUITMENT COORDINATOR**
Joined Pelotonia in 2015

“Take the time to consider what will entice your friends and family to support Pelotonia. Will they connect with a personal note sharing your Pelotonia passion, research & impact news, a creative fundraiser—or maybe a combination of all 3?”

**MORGAN DOMINIQUE**
**DIRECTOR OF MARKETING AND SOCIAL MEDIA**
Joined Pelotonia in 2011

“Make it personal! Share your story with your donors so that they understand WHY Pelotonia is important to you and remind them that 100% of every donation is directed to cancer research.”

**MICHAEL NESTOR**
**VP OF STRATEGY AND PARTNERSHIPS**
Joined Pelotonia in 2015

“Keep a stack of thank you notes at your desk. As soon as you receive a donation, write a thank you note that day! This way, they don’t all pile up.”

**SUSIE PATTISON**
**DIRECTOR OF RIDER RECRUITMENT**
Joined Pelotonia in 2011

“Think of what you enjoy doing and turn it into a fundraising opportunity. If you love to cook, host a donation-based dinner! If photography is a hobby, offer a photo shoot in exchange for a donation.”

**STEPHANI SMOLUCHA**
**DIRECTOR OF FUNDRAISING**
Joined Pelotonia in 2015

“Ask your donors to give you a name of someone you can ride in honor of. Write those names on your jersey so you can take them (and your donors) with you!”

**DOUG ULMAN**
**PRESIDENT AND CEO**
Joined Pelotonia in 2014

“Learn to listen to the interests of your potential donors, and always be sure to communicate impact using our impact page.”

www.pelotonia.org/impact
For a full list of FAQs, please visit our website at http://pelotonia.org/ride/faq.

Q: What happens if I don’t meet my fundraising commitment by the deadline?

A: When you registered for Pelotonia, you were provided with and accepted an agreement stating that Pelotonia reserves the right to charge your credit card if your fundraising minimum is not met by the stated deadline. For example, if you choose to ride 100 miles and you’ve only raised $1,500 by October 6, your credit card will be charged the remaining $500 to make up the difference.

While you can change your route distance and fundraising commitment up to (but not later than) 11:59 p.m. on Thursday, July 6th, 2017, we are confident that our comprehensive resources will give you the tools necessary to reach your commitment.

Q: My employer has a strict no-solicitation policy. How am I going to reach my commitment if I can’t tell my colleagues about what I’m doing?

A: We respect your employer’s solicitation policy and we encourage you to review it carefully. We hope that our Four Step Fundraising Method (PARTY) helps you think creatively about other fundraising opportunities outside of your area of employment. Additionally, you can always contact our team at pelotonia@pelotonia.org if you need help brainstorming additional fundraising ideas.

Q: I am nervous that I won’t reach my fundraising commitment and that my credit card will be charged in October. What should I do?

A: Don’t let fear of the unknown make you nervous. Year after year, we have watched as thousands of riders met and exceeded their fundraising commitments by following the steps above. If you follow the Four Step Fundraising Method (PARTY) and keep in contact with our team, we are confident you’ll have nothing to worry about.

Q: I have a personal issue and can no longer devote as much time to fundraising as I’d hoped. What should I do?

A: You can change your route distance and minimum fundraising commitment up to but no later than 11:59 p.m. on Thursday, July 6, 2017. Just visit your profile page under “Manage My Registration: Edit Route or Registration Type.” After 11:59 p.m. on Thursday, July 6, 2017, you will not be able to decrease your route and minimum fundraising commitment.

Q: It’s August 1st and I’m panicking because I’m having a problem with a donation.

A: Take a deep breath and relax. Before you pick up the phone and call us, please keep in mind that you have until October 6, 2017 to complete your fundraising. Now is the time to enjoy the ride weekend! We’ll see you on Friday and we look forward to helping you find this missing donation after the ride weekend.
FAQs

Q: Can Pelotonia staff come and support me or speak at my cool/awesome/unique fundraiser?

A: We try to attend as many events as possible throughout the year, but at the end of the day, there are thousands of you and we are only 12 people! Please fill out a speaker request form by contacting skondracke@pelotonia.org and we’ll do our very best to be at your special event.

Q: Why doesn’t the amount ‘I’ve raised’ equal the total donations listed on my profile page?

A: While every donation pledged to you is immediately reflected on your donation list on your profile page, a check donation can only be added to the amount that you’ve raised after the check has been received by the Pelotonia office. To see which check donations have not yet been received by the Pelotonia office, log in to your profile page to view your donor list. Check donations which have not yet been received will show a red “NO” in the column title ‘Paid.’
TYING UP LOOSE ENDS...

If you have read this guide in its entirety, rest assured that you can accomplish anything! Before we leave you, here’s a comprehensive list of links that will be helpful as you begin your fundraising journey:

Pelotonia Website
http://pelotonia.org/

Even more FAQs
http://pelotonia.org/ride/faq/

Pelotonia 2017 Asset Kit

Impact Statistics
http://pelotonia.org/impact/

Matching Gift Resource
https://www.osu.edu/giving/how-to-give/matching-gifts.html

Pelotonia Staff and Contact Information
http://pelotonia.org/about/leadership/
We’re proud of this journey and you should be, too.

THANK YOU FOR JOINING US IN 2017!

<table>
<thead>
<tr>
<th>Pelotonia</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>09</td>
<td>$4,511,868</td>
</tr>
<tr>
<td>10</td>
<td>$7,846,705</td>
</tr>
<tr>
<td>11</td>
<td>$13,108,639</td>
</tr>
<tr>
<td>12</td>
<td>$16,871,403</td>
</tr>
<tr>
<td>13</td>
<td>$19,007,104</td>
</tr>
<tr>
<td>14</td>
<td>$21,049,621</td>
</tr>
<tr>
<td>15</td>
<td>$23,659,675</td>
</tr>
<tr>
<td>16</td>
<td>$24,104,323</td>
</tr>
</tbody>
</table>

8 YEAR TOTAL ➔ $130,159,438
100% OF EVERY RIDER RAISED DOLLAR GOES TO CANCER RESEARCH AT THE OHIO STATE UNIVERSITY COMPREHENSIVE CANCER CENTER – ARTHUR G. JAMES CANCER HOSPITAL AND RICHARD J. SOLOVE RESEARCH INSTITUTE

MAJOR FUNDING PARTNERS

Huntington | Lbrands Foundation | Peggy & Richard Santulli

SUPPORTING FUNDING PARTNERS

AEP American Electric Power Foundation | Nationwide

NOTABLE FUNDING PARTNERS

Cardinal Health | Harold C. Schott Foundation | Kenyon College

100% OF PROCEEDS GO TO:

The James

The Ohio State University Comprehensive Cancer Center

PELOTONIA AND THE ARROW DESIGN ARE REGISTERED TRADEMARKS OF PELOTONIA, LLC.