PELOTONIA®
FUNDRAISING TOOLKIT
Welcome!

By registering for Pelotonia, you’ve committed to much more than a bike ride. You are now a part of a movement to accelerate funding for innovative cancer research 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.

This fundraising toolkit is designed to provide you with the tools and information necessary to surpass your fundraising commitment. After many years and hundreds of millions of dollars raised for cancer research, our team has learned the tips, tricks and behaviors necessary to successfully fundraise. We are confident that if you follow the steps laid out in this toolkit, you’ll meet and even exceed your commitment this year and have fun in the process. Here’s what you can expect to learn on the following pages.
WHERE THE MONEY GOES

Founded in 2008, Pelotonia was established with the objective to fund life-saving cancer research. Through its first nine rides, Pelotonia raised more than $157 million for cancer research. Thanks to its generous funding partners, Pelotonia is able to direct 100% of every dollar raised by Pelotonia Riders, Virtual Riders and Volunteers directly to cancer research at The Ohio State University Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute. Pelotonia dollars support four key areas:

THE PELOTONIA STUDENT FELLOWSHIP PROGRAM
The Pelotonia Student Fellowship Program trains promising and accomplished undergraduate, graduate, medical and postdoctoral students from any discipline at Ohio State. The fellowship program started in 2010 and to date, has awarded 440 student fellowships through an annual allocation of $2 million. Fellowships have been awarded to 13 different colleges throughout the university. Read more about the fellowship program and the 42 fellows selected last year here.

FUNDING OF SENIOR SCIENTISTS
Over the last nine years, funds raised by Pelotonia have helped Ohio State recruit and retain some of the brightest minds in cancer research. A total of 87 researchers have been brought to the cancer program at Ohio State through Pelotonia. Read about the 2017 recruits here.

PELOTONIA IDEA GRANTS
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 six years, 108 OSUCCC–James research teams have received Pelotonia Idea Grants. Since the program’s inception, $11.1 million in funding has been awarded to more than 175 investigators.

STATEWIDE INITIATIVES
The Pelotonia funded Statewide Initiatives aim to elevate cancer patient care, prevention, early detection, and reduce healthcare costs by collaborating with community hospitals throughout Ohio. Pelotonia is funding several statewide initiatives that promote early detection and better outcomes in colorectal, endometrial, and lung cancers in Ohio. Read more about the statewide initiatives here.

TO READ MORE ABOUT THE IMPACT OF YOUR FUNDRAISING, PLEASE VISIT PELOTONIA.ORG/IMPACT/.
FUNDRAISING COMMITMENTS

What is my fundraising commitment?

Depending how you choose to engage with Pelotonia, you will have an accompanying fundraising commitment:

<table>
<thead>
<tr>
<th>PARTICIPATION TYPE</th>
<th>2018 FUNDRAISING COMMITMENTS</th>
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<tbody>
<tr>
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<td>$100</td>
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<td>VOLUNTEER</td>
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PRO TIP: Why settle for just reaching the minimum? Setting your own stretch goal is a great way to inspire yourself and your donors to make as big of an impact on cancer research as possible. Setting a stretch goal will not change your fundraising commitment so there's no downside to being courageous. You will never be charged for any amount you try to raise in excess of the required fundraising commitment you accept. So, what’s there to lose? Nothing but the chance to fund more cancer research faster.
TIME TO PARTY—A Four-Step Foolproof Fundraising Method

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: **Plan, Ask, Remind** and **Thank You**.

### STEP 1

**PLAN**

Before you begin the process of fundraising, we recommend that you craft a plan. Start by viewing the suggested fundraising timeline on page 11 that provides monthly recommendations throughout the Pelotonia season to help you be a successful fundraiser.

Once you have updated your calendar with your fundraising deadlines, it’s time to build your network. 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 (see page 15 for directions on how to upload contacts from LinkedIn)

Don’t be afraid to ask people who live outside of your community to support you. **On average, more than 35% of donations come from outside the state of Ohio!** Think global and remember that almost everyone has been impacted by cancer in some way.

After you brainstorm your list of potential donors, practice telling your story by asking yourself the following questions. You can access a sample fundraising letter on your profile page, shown on page 8.

01 What does Pelotonia mean to me?
02 Why did I make the commitment to participate 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 their donation wouldn’t really make a difference, what would I say to them?

Be sure to update your profile! Your profile page will be your all-access pass into Pelotonia information and resources. We encourage you to familiarize yourself with the website, so that you can direct your donors to your personal page and utilize the resources available to you.
How to Navigate Your Profile

Upload a profile picture that donors will see when they access your personal fundraising page.

Add your own personal story or message to be seen by the public.

Click here to download a list of your donor information.

PRO TIP: Use this information to send thank you letters.
STEP 2

ASK

The most successful Pelotonia fundraisers have one 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, 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?

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 ask for support.

02 Share an update on your training/progress to your goal. This is also a great opportunity to offer a gentle reminder to those who haven’t yet donated to your efforts.

03 Following Pelotonia weekend, share details about what your experience was like along with 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 the ride year. Share this extraordinary total with your supporters and remind them that it wouldn’t have been possible without their support. Also, share specific stories about Pelotonia’s impact.
SAMPLE FUNDRAISING ASK
FROM 8-YEAR RIDER KRISTA HEISLER

Hello Fearless Donors,

Pelotonia season is coming up FAST and, well, by now I’m sure you know how ecstatic I am! 2018 marks my 8th year of being involved with this amazing movement and this year I’m going BIG. I’m talking double digits BIG! Yup, I’m aiming to fundraise $10,000.

**SO WHY** do I want to raise 10,000? It’s simple—to find a cure for cancer. I, like you, am tired of seeing loved ones go through it or it taking their life. I’m tired of hearing that another amazing human has to go through treatment after treatment and hospital visit upon hospital visit. I’m tired of hearing about wonderful people leaving this Earth way too early from this dreaded disease.


**FOR WHO?** I fundraise, ride and volunteer for all of you. For Terry. For my friends who have lost their parents way too soon. For Tracy. For all of the people you know who have beat it, who are currently in the battle, and for those who have lost their lives. For Chuck. For future generations so they don’t have to witness what we have.

Together, I truly believe we are unstoppable. We have made so much progression in the cancer world thanks to this amazing movement, the James Cancer Hospital, and YOU. The only way to keep moving forward is to not falter.

Any donation helps. Pennies, dimes, dollars, benjamins ;) Check out my profile today—www.pelotonia.org/kheisler

With love, hugs, and forward pointing green arrows,
Krista

—

Please feel free to follow my journey on Facebook and/or Instagram @kristabearrr #pelotuesday
STEP 3
REMINDE

Every fundraiser encounters someone who pledges their support online or says, "I'll give you a check next time I see you!" but may forget to follow through. When logged into your profile, you can see the "Paid" column on your donor list. If this appears with a red "NO" next to the donation, then that check has not yet been received. If some time passes and you don’t see a change, you might want to politely follow up with that individual and ask them if they remembered to send their donation. Please remember, you are still responsible for meeting your fundraising minimum. Any unpaid pledges will not count toward your fundraising. This is why it’s important to **send reminders to the people who’ve pledged to support you**.

Remember, you have until the fundraising deadline, which is two months after the Ride, to meet your fundraising commitment. Therefore, we suggest sending a final reminder after the Ride weekend when you share your experience, as the timing will lend a sense of urgency to your request.

Here is an example of a great pledge reminder:

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**Dear Grayson,**

I wanted to send you a quick note today to share that I DID IT— I completed my first ever 25-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 $1,250 this year. Earlier this year, you pledged a donation to support my fundraising efforts for Pelotonia. 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 find a cure for cancer.

If you would still like to donate, remember, 100% of your donation goes directly to cancer research. You can fulfill your pledge to my fundraising page before the deadline in October at [www.pelotonia.org/dougonabike](http://www.pelotonia.org/dougonabike)

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

Doug

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TIME TO PARTY (continued)

STEP 4
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.

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: shoppelotonia.org

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

Dear Uncle John,

Thank you so much for the donation to my Ride. You are a part of a community that is inspiring change and making an impact in cancer research! It is an honor to ride for all those receiving treatment now and in the future, in time for patients to receive the treatment they need! Totals keep rising! I am very proud that I am able to help out in this small way. To date, Pelotonia has raised more than 157 million dollars for cancer research and my ride has raised $25,144.00.

I feel the presence of my supporters with every pedal. Sometimes I feel like quitting, but quitting is not an option because cancer doesn’t quit! Thanks again, please pray for the rider’s safety as we are out training and riding for cancer research.

Sincerely,
Marci Meadows
SUGGESTED FUNDRAISING TIMELINE

**FEB–APRIL**
- Register for Pelotonia
- Create personalized profile
- Post on social media about your new Pelotonia journey!
- Meet 20% of fundraising goal

**MAY**
- Mail handwritten letters or emails
- Plan one easy as pie fundraiser *(see page 12)*
- Submit matching gift forms
- Meet 40% of fundraising goal

**JUNE**
- Pelotonia on the Patio
- Post on social media
- Upload training pictures to your Rider profile
- Meet 60% of fundraising goal

**JULY**
- Post on social media
- Send follow-up letters or reminder emails to your potential donors
- Meet 80% of fundraising goal

**AUGUST**
- Ride Weekend!
- Post on social media about your ride weekend experience
- Meet 100% of fundraising goal

**SEPTEMBER**
- Send reminders to pledged donors
- Send thank you letters with pictures from the Ride
- Exceed fundraising goal!

**FUNDRAISING MILESTONES**

**YOUR BIRTHDAY:** Considering asking for donations to your fundraising in lieu of birthday gifts this year.

**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.

**SPRING CLEANING:** Before the summer heat kicks in, pick a weekend morning to sell those old clothes and forgotten treasures sitting around your home.

**PELOTONIA ON THE PATIO:** Invite your friends to join you in an evening in June for live music and drinks to celebrate Pelotonia! $10 of each ticket your guests purchase will go towards your fundraising efforts!

**TRAINING RIDES:** Ask donors to give $1 for each mile you ride over the summer! If you cross-train, create a fitness challenge such as $1 for every pushup you complete.
We advise that you choose at least one creative way that you can supplement your fundraising letters and emails. Think outside the box and get down and fundraising!

1. $92 – Trivia Fundraiser
2. $525 – 18 individual donations from my first fundraising solicitation & Facebook post
3. $14 – Donation back from my local bike shop on gear
4. $400 – 10 individual donors from my pre-Ride solicitation
5. $20 – 2 Pelotonia on the Patio ticket donations
6. $315 – Post-ride donation reminders & Facebook post

Total = $1,366

*$116 past $1,250 fundraising commitment!

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.

See page 16 for more info.
CREATIVE FUNDRAISING EXAMPLES (continued)

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.

- 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.

BIG EFFORT WITH A BIGGER PAYOFF!

- 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.

- Host a “spinoff” at your office and get your vendors to sponsor your team spinning the entire day.
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. A few suggestions:

**SOCIAL MEDIA TIPS AND TRICKS**

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**TWITTER**

01 I’m in for #Pelotonia! Please consider making a $10 donation to fund cancer research (insert link here)

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

**INSTAGRAM**

Catherine Reynolds
@CatRey

Super close to reaching my #Pelotonia fundraising goal of $2500. Want to push me across the finish? 😊 Pelotonia.org/CatRey #onegoal

PELOTONIA
08.04.17 - 08.05.17

Don’t forget to use #Pelotonia #OneGoal or #GreatestTeamEver in your hashtags! Don’t forget to tag Pelotonia in your posts!
FACEBOOK

LinkedIn

Exporting connections from LinkedIn

01 Click the My Network icon at the top of your LinkedIn homepage.
02 Click Your connections on the left side of the page.
03 Click Manage synced and imported contacts near the top right of the page.
04 Under Advanced actions on the right side of the page, click Export contacts.
05 Select Pick and choose: Connections and click Request Archive.
06 When prompted, sign into your account.
07 You will receive an email including a downloadable link to your list of connections.
08 Send a personal email solicitation to the list of connections detailing your passion for Pelotonia!
MATCHING GIFTS & INDIRECT DONATIONS

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

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

➤ 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.

➤ 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.

➤ 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.
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, and JustGive.

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.
FAQs

For a full list of FAQs, please visit our website at 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 5, 2018 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 Tuesday, July 10th, 2018, 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 our recommendations. 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 Tuesday, July 10th, 2018. Just visit your profile page under “Manage My Registration: Edit Route or Registration Type.” After Tuesday, July 10th, 2018, you will not be able to decrease your route and minimum fundraising commitment.
FAQs (continued)

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 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.

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 a small team. Please fill out a speaker request form by contacting pelotonia@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.’

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. Please know that we will do our best to get back to you as soon as possible, but it could take a few days to get back to you.

Please remember that you have until the fundraising deadline to complete your fundraising and reconcile what gifts and totals appear on your profile page. Please reach out to pelotonia@pelotonia.org if you have any questions. Thank you in advance for your patience.
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 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/