PELOTONIA®
FUNDRAISING TOOLKIT
Welcome to the Greatest Team Ever!

By registering for Pelotonia, you’ve committed to much so more than a bike ride. You’ve joined a purpose-driven community that is unlike any other, a community that is dedicated to funding life-saving cancer research. Whether you’re a seasoned pro or new to the Pelotonia crowd, we are pumped that you’ve decided to join the Greatest Team Ever. Together, we’re unstoppable.

This fundraising toolkit has been designed to provide you with tools, resources, and examples from the Pelotonia community to help you not only hit your fundraising goals, but to surpass them. After many years, thousands of participants, and hundreds of millions of dollars raised for cancer research, our community has learned the tips, tricks and behaviors necessary to successfully fundraise. We are confident if you follow the steps laid out in this toolkit, you’ll meet and even exceed your commitment this year, all while having fun in the process. Here’s what you can expect to learn on the following pages:

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WHERE THE MONEY GOES

Founded in 2008, Pelotonia was established with the objective to fund life-saving cancer research. Through the first ten years, the Pelotonia community raised more than $184 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.

HOW ARE YOU MAKING A DIFFERENCE? CHECK THIS OUT:

The Ohio Colorectal Cancer Prevention Initiative

The Ohio Colorectal Cancer Prevention Initiative (OCCPI), led by Heather Hampel, MS, CGC, is a statewide initiative to screen newly diagnosed colorectal cancer (CRC) patients and their biological relatives for Lynch syndrome, a cancer-causing condition that occurs when a person inherits a mutation in one of four genes. Individuals with Lynch syndrome are very likely to develop CRC, uterine, ovarian, stomach or other cancers during their lifetime. The screening effort—made possible through money raised by Pelotonia—identified family members who may be at risk of developing these cancers so they can take precautionary measures.

This is just one of the many examples of ways the Pelotonia community is making an impact on cancer research. The Ohio Colorectal Cancer Prevention Initiative is estimated to have saved thousands of life years for those impacted.

Click here to learn more about this Pelotonia funded study.

To learn about additional examples of the impact you’re making for cancer research, please visit our Impact page.
FUNDRAISING COMMITMENTS

What is my fundraising commitment?
Depending how you choose to engage with Pelotonia, you will also have an accompanying fundraising commitment:

### Single Day Rides

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### 2-Day Rides with housing

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### 2-Day Rides without housing

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**Other:**
- High Roller — $5,000
- Virtual Rider — $100
- Volunteer — $0

**PRO TIP:** Why settle for just reaching the minimum? The Pelotonia community is known for going above and beyond. Setting your own stretch goal is a great way to inspire yourself and your donors to make as big of an impact to fund cancer research as possible. But don’t worry—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 when registering. So, what’s there to lose? Nothing, but the chance to fund cancer research faster!

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TIME TO PARTY—A Four-Step Foolproof Fundraising Method

Now that you’ve decided to be a part of the Greatest Team Ever and 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. This has been used by Pelotonia community members for years and has helped them meet and exceed their fundraising commitments. We’re confident it’ll do the same for 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

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:

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?

Now that you have thought about these questions, be sure to use your answers to draft your fundraising letter and update your profile! Not sure how to update your profile? Check out this video to walk you through. Pelotonia enjoys sharing your stories with the community. Be sure to draft your story, so we can share it in our work, and you can share with your network the reason(s) you participate in Pelotonia.
How to Navigate Your Profile (Watch our video)

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 fundraising page and utilize the resources available to you.

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**Customize your URL** to make it easier for the public to reach your profile page.

**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.

**PRO TIP:** If you’re participant again, make sure to review your profile and update it.

**Access the sample fundraising letter** and add your own twist.

**Click here to download a list of your donor information. Use the brainstorming you did from page 5 to help craft your message.**
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 personal community.

Start by creating an email or mailing list of the people you identified in Step One (PLAN), and then sit down and write your first communication. Don’t forget the brainstorming you did on page 5. 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?

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 participate in Pelotonia, share your personal story and ask for support. Explain what their support would mean to you.

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 and any photos from the event.

**DON’T FORGET TO POST THESE COMMUNICATIONS TO YOUR SOCIAL MEDIA CHANNELS. YOU MIGHT BE SURPRISED TO HEAR FROM PEOPLE YOU MAY NOT HAVE TALKED TO IN A FEW YEARS!**
SAMPLE FUNDRAISING ASK FROM 6-YEAR RIDER, SCOTT McCLOSKEY

Will you help End Cancer? You can with Pelotonia. This year marks my 6th year for riding my bike and raising funds to END CANCER with Team KROGER. I’m riding 200 miles over 2 days to support this great event.

Pelotonia directs 100% of every participant-raised dollar to cancer research at The OSU Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute. I love participating in this event. What better way to support a great cause (to fight cancer) than by doing something you LOVE TO DO—RIDE. This is my passion.

Cancer has touched so many lives around us from family, friends and co-workers. I need your help to reach my $20,000 fund raising stretch goal.

Thanks to the help of my supporters over the last 5 years I have raised:
• $3,225 in 2014
• $5,180 in 2015
• $11,415 in 2016
• $15,450 in 2017
• $17,323 in 2018
• $52,593 Total Raised + 2019 Stretch Goal of $20K — $72,593!

Please consider supporting my ride and forwarding this message to others for additional support if you don’t mind.

Let’s Kick Cancer’s Butt!

Support #Pelotonia & me for the August 3rd & 4th 200 mile ride, and together we can continue the fight to end cancer. Click the link below for more details.

Thanks for your support!

Scott McCloskey (Rider Profile #SM0228)

Click Here for Details: http://pelotonia.org/ibiketofightcancer

Click here for the history of Pelotonia or HERE for the impact your donations are making.
Every fundraiser will encounter 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. We know everyone is busy, but it’s up to you to remind them that cancer doesn’t wait.

How can you tell if someone has pledged, but has not yet sent in their donation? When logged in to 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:

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’ve been fundraising since March to raise $20,000. I need your help. Goal is 50% achieved. Earlier this year, you pledged a donation to support my fundraising efforts for Pelotonia. If you are receiving this email again and already donated—Thank You! Can’t remember if you donated? Click here and scroll to the bottom to see if you have. 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/scottonabike.

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

Scott
Now it’s time for the fun part! You’ve planned, asked, reminded and you’re on your way to reaching and likely exceeding your fundraising commitment! Congrats! **Now it’s time to thank you 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 stationery, always take the time to send a personal thank you note. Remember, you can download your donor address list from your profile.

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 the work that is being done here at OSU for 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 $184 million 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 keep the rider’s safety in your thoughts as we are out training and riding for cancer research.

Sincerely,

Marci Meadows

Don’t forget to also post your thank you on social media for your friends and family who have been following along with your Pelotonia journey.
SUGGESTED FUNDRAISING TIMELINE

FEB–APRIL
- Register for Pelotonia
- Create personalized profile (check out this video)
- Post on social media about your new Pelotonia journey!
- Meet 20% of fundraising goal
- Submit matching gift forms

JUNE
- Pelotonia on the Patio
- Post on social media
- Upload training pictures to your profile page (check out this video)
- Meet 60% of fundraising goal
- Ask for a BOOST through PULLL

FUNDRAISING MILESTONES

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

SPRING CLEANING: Before the summer heat kicks in, pick a weekend morning to sell those old clothes and forgotten treasures sitting around your home. Ask your friends for their donations and host a garage sale. Or work with local community groups on social media to sell those items to help you fundraise.

PELOTONIA ON THE PATIO: Invite your friends to join us 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.

EVERYONE LOVES A GOOD COMPETITION: Reach out to a fellow Pelotonia rider and tell your friends you’re doing a competition to see who can raise the most money. The winner gets to pie the other in the face, or wear a sporting team jersey, etc.

AUGUST
- Ride Weekend!
- Post on social media about your ride weekend experience
- Meet 100% of fundraising goal
- Send reminders to pledged donors

MAY
- Mail handwritten letters or emails
- Plan one easy as pie fundraiser (see page 12)
- Meet 40% of fundraising goal
- Download PULLL and link to your Pelotonia profile

JULY
- Post on social media about your fundraising progress
- Send follow-up letters or reminder emails to your potential donors
- Meet 80% of fundraising goal
- Hold a BOOST challenge with a friend through PULLL

SEPTEMBER
- Check on your outstanding matching gifts. All funds must be received by Pelotonia by 10.4.19
- Send thank you letters with pictures from the Ride
- Exceed fundraising goal!
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. **$501** – 18 individual donations from your first fundraising solicitation & social media posts
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
7. **$24** – BOOSTS from friends and family on PULLL

**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.
- Ask for a BOOST on PULLL (see page 14 for more details).
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.

Check out this blog with additional creative fundraising ideas from the Pelotonia community.
PULLL, powered by Pelotonia, is a fundraising app that allows you to generate funds for cancer research through exercise activities.

How to use PULLL? It’s easy.
Download the app from the App Store or Google Play Store—it’s free! With PULLL you can fundraise on-the-go with every workout you complete—whether that’s a training ride, walking the dog, hot yoga, or your favorite spin class, it’s all funding cancer research and every dollar is eligible toward your Pelotonia fundraising commitment.

Share your workouts with friends and family in order to BOOST your impact.

What’s a BOOST?
A BOOST is a pat on the back, a high-five, a peer-to-peer “microdonation” that rewards a workout. You can ask for BOOST before or after any activity in PULLL and friends and family can donate directly on their phone—they can even use Apple Pay.

These donations made by friends, family, or fans to your workout are the secret weapon powering the PULLL community! Like your traditional Pelotonia fundraising, 100% of every BOOST will be donated directly to cancer research.

AND, you can sync with Strava or MapMyFitness to download your workouts right into PULLL. Like we said—it’s easy. For up-to-date information regarding PULLL, including app updates, challenges, and more, follow us on social, and visit PULLL.org.

DOWNLOAD TODAY. LET’S CHANGE THE WORLD.
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, Snapchat, 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 being a part of the Greatest Team Ever is all about.

Here are a few examples from the Pelotonia community:

**TWITTER**

01 I’m in for #Pelotonia! Please consider making a $10 donation to end cancer (insert link here). 100% of every dollar you donate is directed to cancer research! #OneGoal #MoreThanARide

02 This Saturday I’m heading out on a 50-mile training ride got #Pelotonia. Anyone want to join? Rather hang out on the couch? Throw me a donation for each mile I’m riding (insert link here) #GreatestTeamEver

**INSTAGRAM**

Doug and Paxton have #onegoal - they’re both riding in #Pelotonia to #endcancer. Check out their profiles for links to donate. @doughood911c4s @paxehood

katiekopalk Today is the last day to donate to Pelotonia! I don’t know about you, but I look forward to the day that cancer isn’t such a common problem! Every donation matters! If you can’t donate, please hit the share button to spread to your friends! Use the link below to donate to me or to any Pelotonia rider. #pelotonia2019 #endcancer #pelotonia #greatestteamever
FACEBOOK

Please support my ride to raise money for cancer research.
Another year has gone by since the last ride and unfortunately I have more folks that I will be thinking about through the journey. Cancer affects each one of us differently. Whether directly or indirectly, the impact is huge. Pelotonia does a fantastic job bringing awareness in Columbus. With 100% of the funding going directly to research, this is a fantastic way give. This year, the target is 45 miles and stretching to raise over $2000. Please help me reach the goal and beyond.

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!
SOCIAL MEDIA TIPS AND TRICKS (continued)

BEST PRACTICES FOR SOCIAL MEDIA

- Use emojis—they catch the eye!
- Include a photo/visual when posting
- Do a Facebook Live video to talk about your experience—you don’t need to be a pro!
- Ask your friends and family to share their cancer experiences in the comments of your posts.
- Tag Pelotonia on all your posts. We love sharing with the community what you’re up to!
- Don’t forget to use these hashtags so the Pelotonia community can check out your posts:
  - #pelotonia
  - #morethanaride
  - #greatestteamever
  - #onegoal
  - #wepulltogether

Check out more examples of the Pelotonia community utilizing social media to help the cause:

![Image](image-url)
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.

WE MUST RECEIVE ALL MATCHING GIFT DONATIONS BY FRIDAY, OCTOBER 4TH, 2019 TO BE COUNTED TOWARDS YOUR 2019 FUNDRAISING COMMITMENT.
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.

**WE MUST RECEIVE ALL INDIRECT DONATIONS BY FRIDAY, OCTOBER 4TH, 2019 TO BE COUNTED TOWARDS YOUR 2019 FUNDRAISING COMMITMENT.**
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 4, 2019, 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 11th, 2019, 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. The Pelotonia community is often sharing different ideas on social media as well!

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 participants met and exceeded their fundraising commitments by following these 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. We are always happy to connect you with other members of the community to brainstorm fundraising ideas as well.

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 11th, 2019. Just visit your profile page under “Manage My Profile: Personal Information”. After Thursday, July 11th, 2019, 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. We ask that you contact Pelotonia by emailing pelotonia@pelotonia.org and we’ll do our very best to be at your special event. If we can’t attend, we’re happy to equip you with the tools and information needed to have an amazing 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 Pelotonia riders and donors as much as possible. However, as we get closer to Ride weekend, our team can get very busy with requests. We respectfully ask that between the end of July through the first week of August, 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 the fundraising deadline in October to complete your fundraising and reconcile what gifts and totals appear on your profile page. 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! The Pelotonia community has used these suggestions and resources and has raised over $184 million dollars (and counting) for cancer research. With your help, we know that we can raise even more and make a larger impact.

Together, we are unstoppable.

Pelotonia Website
http://pelotonia.org/

Even More FAQs
http://pelotonia.org/ride/faq/
http://pelotonia.org/donate/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/

How to update your profile: How To Videos
https://www.youtube.com/playlist?list=PLMVNhYNZFMRqmg3nSQzUuvprTEWKueF8F

Pelotonia Impact Graphics:
Coming soon!

Fundraiser Toolkit:
Coming soon!