



➔ We're Heating Up

The weather is finally warming and it's a reminder to continue the recruitment push! Last year, we broke records. In ten years, we set the bar high. Together, let's continue to grow, continue to share stories, and continue to save lives.

This update is packed full of upcoming events, recruitment reminders, and fundraising opportunities. You'll want to read it all and be sure to share updates with your peloton!

Resources

[Peloton Leadership Guide](#)

[Peloton Presentation Template](#)

Key Dates

NOW — host a recruitment kick-off, plan your fundraising efforts, and send communication out!

May 16 — [RSI Group Riding and Safety Clinic](#)

May 21 — [RSI Group Riding and Safety Clinic](#)

May 22 — [Peloton Leader Event](#)

June 6 — [Pelotonia on the Patio](#)

June 7 — [Pelotonia Tour of The Biomedical Research Tower](#)

June 11 — Rider Registration Fee Increases to \$150

June 14 — Pelotonia Open House*

June 21 — [Pelotonia Tour of The James](#)

July 11 — Rider Registration Fee Increases to \$200

July 11 — Last Day to Withdraw or Decrease Commitment

August 2 — Opening Ceremony**

August 3&4 — Pelotonia ride days

* More information coming soon

**Tickets and event details will be sent to all Riders closer to the event.

Keep on Recruiting!

Hopefully by now you've hosted your kick off event, planned your first fundraising event, and sent out a company or community wide communication!

Your efforts to recruit more members is imperative to creating more impact and saving more lives. Let's continue to work together and grow in our mission to end cancer.

This month, consider implementing some of the suggestions below:

Create a +1 Challenge

If every current Peloton member recruited just 1 more participant – think how much more of an impact we could make! Offer up a challenge to your current members to recruit a +1, offering up rewards like a free meal in your office café, free goodies from the Pelotonia team (just ask me), a bonus donation, or a big pat on the back.

Invite prospective participants to Pelotonia on the Patio

PoP is a great time to showcase the Pelotonia community and collect some fundraising dollars, just by enjoying a concert. Encouraging friends to register

before the event will allow them to collect donations through ticket sales. Details are below on the event date, time and how to purchase tickets!

Encourage Virtual Rider Participation

We know that the Rider fundraising commitments cause concern for those who haven't attempted fundraising on their own before. Anyone can start out as a Virtual Rider, begin fundraising, then convert to a Rider anytime up until the ride.

Peloton Leader Event

The new Pelotonia HQ is open and ready to welcome you! Join us for a fun evening of celebration, community updates and tour of our new space at Gravity. Our expanded collection of merchandise will be available for you to shop and food & drinks will be provided. The evening's agenda:

- 6-7: Tour new space, eat, converse with fellow leaders
- 7-7:30: Gather in Gravity community room to hear updates from Pelotonia team
- 7:30-8: Questions & mingling

Each peloton is invited to send up to two guests. Parking information included in the RSVP link below.

[RSVP HERE](#)

Arts Fest Fundraising Frenzy

Pelotonia is again partnering with the 2019 Columbus Arts Festival to provide an exciting Pelotonia & PULLL activation area, including bike parking as we've provided in the past. The festival runs June 7th-9th, and we need YOU to help!

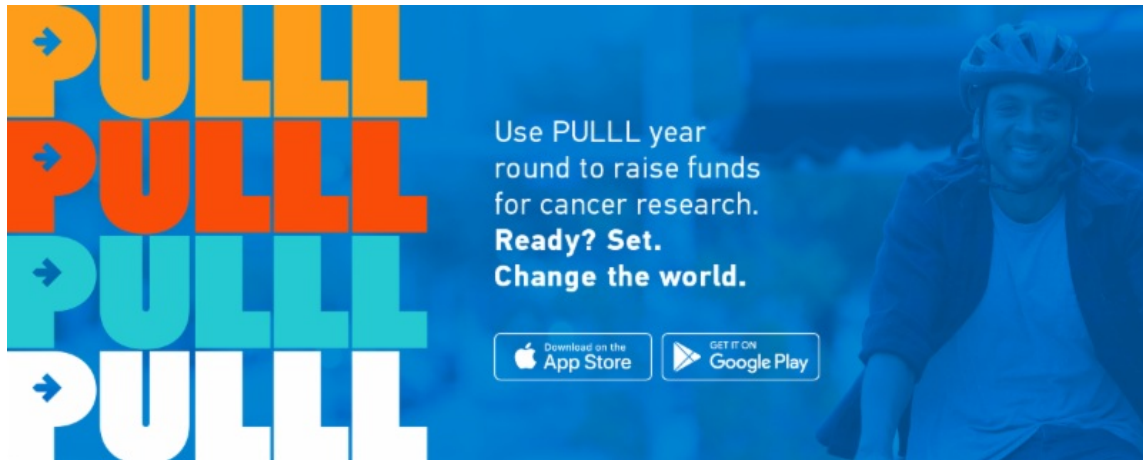
We're looking for Pelotons to volunteer to run bike parking and collect donations. Bike parking will have a suggested \$5 donation (past years have yielded much larger donations per bike) and the Peloton will be able to keep all of the proceeds from the time slot.

[Sign your peloton up today!](#)

Kroger Donation Challenge

Kroger will again be generously supporting our community's fundraising efforts... but this year will have a new twist! Instead of promoting one day of boosted donations we'll be challenging all participants to bring in 20 donations by the end of June. All those who rise to the challenge will be entered to win a boosted donation!

Stay tuned for more details coming soon, but in the meantime, please encourage your members to strive for 20+ donors!



➔ PULLL Your Way to Work

To celebrate National Bike to Work Week, PULLL has partnered with Smart Columbus to encourage users to get moving next week - culminating with National Bike to Work Day on Friday, May 17th.

Join The Challenge

1. Download PULLL to your mobile device and create an account
2. [Click here](#) or visit pulll.org/smartcolumbus on your mobile device to join the challenge
3. Commute (ride or walk!) the next week for a chance to win prizes!

➔ Some Technical Details

Have you met Tonya, Pelotonia's friendly event bot? She's now live on both your mobile device and Pelotonia's website. Tonya will provide immediate support to answer your questions about participating, donating, fundraising, and even Ride Weekend details! Say hello or ask her a joke - she might make you laugh!



Vanity URLs

You may have noticed some security warnings when accessing your peloton page through the vanity URL. Our IT partners have uncovered an issue in the vanity URL redirect and it is unfortunately an issue related to Google's setting changes.

For now, we must recommend that you use your team's long link (Example: <https://yourpelotonia.org/profiles/public-team-profile?UserKey=373679>) and/or hyperlink this link to a shorter phrase like "[click here](#) to donate".

**Mark your calendars, recruit more members, and
fundraise away!**

ONE GOAL,

Olivia Rozsits

Ride Community Coordinator

PELOTONIA®

