PELOTONIA®
FUNDRAISING TOOLKIT
ARE YOU READY FOR A LEGENDARY YEAR? By registering for Pelotonia, you’ve committed to much more than a bike ride. You’ve joined a purpose-driven community that is dedicated to funding innovative cancer research. You are now a member of a community that is unlike any other, and a community that is committed to raising money to end cancer. Whether you’re a seasoned pro or new to the Pelotonia crowd, you are a legend to us. Your efforts help fuel the fight, the research, the discoveries, and the cure.

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:
WHERE THE MONEY GOES

Founded in 2008, Pelotonia was established with the objective to fund life-saving cancer research. Through the first 11 years, the Pelotonia community raised more than $207 million for cancer research. Thanks to its generous funding partners, Pelotonia is able to direct 100% of every participant raised dollar 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 Pelotonia Institute for Immuno-Oncology (PIIO)

In July 2019, Pelotonia announced the creation of the Pelotonia Institute for Immuno-Oncology at the Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute. The institute launched with an initial $102,265,000 pledge from the Pelotonia community. This money will be raised over the next 5 years and represents the 2,265 riders who participated in the first Pelotonia in 2009. The PIIO will build on the successful endeavors in this relatively new area of cancer research and therapy, largely considered the next frontier in cancer prevention and treatment.

Renowned medical oncologist and immunologist Zihai Li, MD, PhD was announced as the founding director. The PIIO will contain several centers of excellence, establish top-notch immunotherapy platforms in immune discovery and monitoring, train the next generation of immuno-oncology researchers, and lay fertile ground for collaborations with industries and other immuno-oncology centers around the nation.

Watch and learn more about the Pelotonia Institute for Immuno-Oncology.

To learn about additional examples of the impact you’re making for cancer research, please visit our Impact page.
What is my fundraising commitment?
Depending how you choose to engage with Pelotonia, you will also have an accompanying fundraising commitment:

<table>
<thead>
<tr>
<th>Participation</th>
<th>Commitment</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>$1,250</td>
</tr>
<tr>
<td>35</td>
<td>$1,500</td>
</tr>
<tr>
<td>45</td>
<td>$1,500</td>
</tr>
<tr>
<td>55</td>
<td>$1,750</td>
</tr>
<tr>
<td>75</td>
<td>$2,000</td>
</tr>
<tr>
<td>100</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

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

2-Day Rides with housing:

<table>
<thead>
<tr>
<th>Participation</th>
<th>Commitment</th>
</tr>
</thead>
<tbody>
<tr>
<td>135</td>
<td>$2,500</td>
</tr>
<tr>
<td>155</td>
<td>$2,500</td>
</tr>
<tr>
<td>180</td>
<td>$2,500</td>
</tr>
<tr>
<td>200</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

2-Day Rides without housing:

<table>
<thead>
<tr>
<th>Participation</th>
<th>Commitment</th>
</tr>
</thead>
<tbody>
<tr>
<td>25+35</td>
<td>$1,750</td>
</tr>
<tr>
<td>45+35</td>
<td>$2,000</td>
</tr>
<tr>
<td>55+35</td>
<td>$2,250</td>
</tr>
<tr>
<td>75+35</td>
<td>$2,500</td>
</tr>
<tr>
<td>100+35</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

**PRO TIP:** Did you know you can set a stretch goal? Legends don’t settle for just reaching the minimum. That’s why 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 more cancer research!
TIME TO PARTY—Four Steps to Fundraising Success

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 21 that provides monthly recommendations throughout the Pelotonia season to help you be a successful fundraiser.

Once you have updated your calendar (found on page 22) 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, 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. Tell your story in your profile so your network knows why you’re participating and so Pelotonia can share it with the community, too. Familiarize yourself with the Pelotonia website, so you can direct your donors to your personal fundraising page and utilize the resources available to you.
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.

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

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

**Add your own personal story or message** to be seen by the public. Use the brainstorming you did from page 5 to help craft your message.

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

**Click here to download a list of your donor information.**

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

**PRO TIP:** This is great information to send thank you letters.
TIME TO PARTY (continued)

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 Ride 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 Pelotonia’s annual end of year celebration, the total amount raised throughout the Ride year will be announced. 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 9-YEAR PELOTONIA PARTICIPANT, SUSAN CLARK

Dear friends and family,

The Pelotonia experience is more than a cycling event; it is the power of the group working for the benefit of the individual, and a unified drive towards a shared goal. Pelotonia is a direct route to victory in the battle against cancer. I’ve decided to participate in this great experience for a ninth year.

We all know someone who has been affected by cancer. By making a donation, you will help improve lives through innovations in research with the ultimate goal of winning the war against cancer. I would love to have your support. This truly is a unique opportunity to be a part of something special. When you follow the link below, you will find my personal Volunteer profile and a simple and secure way to make any size donation you wish. Think of this as a donation not to me, or Pelotonia, but directly to The OSUCCC – James to fund cancer research. Please consider supporting my effort and this great cause.

Thank you for your support!

Susan
EXPRESS Peloton
Rider Profile: #SC0076
STEP 3
REMIND

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
STEP 4

THANK YOU

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 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 stationery, always take the time to send a personal thank you note. Remember, you can download your donor address list from your profile.

PRO TIP: You can purchase stationery from the Pelotonia Shop at: shoppeletonia.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 the work that is being done at The Ohio State University 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 $207 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 riders’ 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.
CREATIVE FUNDRAISING EXAMPLES

We advise that you choose at least one creative way that you can supplement your fundraising letters and emails. Think outside the box and create something that will encourage others to participate!

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 – Birthday fundraiser on Facebook
6. $315 – Post-ride donation reminders & Instagram 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.
- 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 13 for more details).
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.
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 free app from the App Store or Google Play Store. Join a challenge in the app to unlock funds for your workouts — 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 earned 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 an in-app donation from friends and family that accelerates your personal fundraising—like a digital high five! You can ask for BOOST before or after any challenge activity in PULLL and friends and family can donate directly on their phone—they can even use Apple Pay.

More questions on using PULLL to support your Pelotonia fundraising?
Check out our FAQs here.

For up-to-date information regarding PULLL, including app updates, new 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**

*Wendy*  
@wendy5h  
We are so excited to be a part of @Pelotonia again this year! In my Father's memory, Chris and I will be volunteering and fundraising to support the efforts of this organization to end cancer.  
#Pelotonia  
To make a donation, please go to:

*Beau Ingle*  
@DcoulIngle  
Pelotonia 2019 was one for the books! 100 miles in seven and a half hours with tons of my closest @TeamBuckeye friends. Now I need your help to meet my fundraising goal for supporting cutting-edge cancer research at @OSUCCC_James. #OneGoal yourpelotonia.org/profiles/publi...

*Aaron*  
@duskyclist  
Garage sale fundraising for @Pelotonia in Springfield w/ my parents Mark (a 2x cancer survivor shown here) & Susan. All funds generated will go straight towards cancer research at The James in Columbus, OH. Every dollar counts. Every mile matters. We will defeat cancer. #onegoal
SOCIAL MEDIA TIPS AND TRICKS (continued)

**INSTAGRAM**

- [Image of Instagram post: A picture of a cyclist with a sign saying “SUPPORT MY RIDE!”]

- [Image of Instagram post: A cyclist with a bike, caption: “Pelotonia WK4 is UPON US. A huge thank you to all the people that have supported my fundraising efforts this year as well as past years. I’m looking forward to jumping on the line again on Saturday and pedaling out 33 miles in the name of finding a cure for cancer. There is still time to donate this year. Please consider contributing to my fundraising efforts at www.pelotonia.org/pelotonaw4. No donation is too small and every dollar goes to funding research at OSU.”]

**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 rail.
  
  03. Click Manage synced and imported contacts near the top right of the page.
  
  04. Under Advanced actions on the right rail, click Export contacts.
  
  05. You may be prompted to sign into your account.
  
  06. Click the data files you’re most interested in — Connections
  
  07. Click Request Archive.
  
  08. You will receive an email to your Primary Email address which will include a link where you can download your list of connections.
  
  09. Send a personal email solicitation to the list of connections detailing your passion for Pelotonia!
SOCIAL MEDIA TIPS AND TRICKS (continued)

FACEBOOK

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 enjoy seeing your fundraising efforts and we’d love to include them in our blog!

Include your Pelotonia profile link in your social media bios so people can easily access it.

Don’t forget to use these hashtags so the Pelotonia community can check out your posts:

#Pelotonia

#GreatestTeamEver

#OneGoal

#WhatsYourArrow

#LegendsUnite
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 here.

MATCHING GIFTS

Matching gifts are a great resource—but can also be complex when you’re fundraising on a deadline. As of January 1, 2020 the process for matching gifts changed for Pelotonia. Please make note of the changes and things to know below:

- In previous years, Pelotonia shared its nonprofit Tax ID with The Ohio State University Foundation, which accepted all matching gifts on behalf of Pelotonia. Beginning January 1, Pelotonia received a new 501c3 number and began operating under the EIN 82-4997087. This means that Pelotonia internally processes all matching gifts now.

- We 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: http://pelotonia.org/matchinggifts

- 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 up to a year for a check to arrive in your account after you submit the initial request with a company.

- 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 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 2, 2020 TO BE COUNTED TOWARDS YOUR 2020 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 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 2, 2020 TO BE COUNTED TOWARDS YOUR 2020 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 $1500 by October 2, 2020, 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 Wednesday, July 8, 2020, 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 Wednesday, July 8, 2020. Just visit your profile page under “Manage My Profile: Personal Information.” After Wednesday, July 8, 2020, you will not be able to decrease your route and minimum fundraising commitment.
FAQs (continued)

Q: I was expecting a matching gift to arrive before the fundraising deadline and it hasn’t. What do I do?

A: Check with your donor or employer to get an expected date of arrival. If it’s received after the fundraising deadline, it can be counted toward next year’s fundraising.

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.’
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

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

JUNE
- 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

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

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

SEPTEMBER
- Check on your outstanding matching fits. All funds must be received by Pelotonia by October 2, 2020.
- 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. A great way to ask for birthday donations is through Facebook Fundraisers!

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.

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.
FUNDRAISING CALENDAR TEMPLATE

MONTH: ___________________________ YEAR: ___________________________

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
</table>

<p>| | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PELTONIA FUNDRAISING TOOLKIT
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 $207 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.

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/
http://pelotonia.org/donate/faq

Pelotonia Asset Kit:

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

Pelotonia Staff and Contact Information:
http://pelotonia.org/about/leadership/