PELOTONIA® 2020
FUNDRAISING TOOLKIT
BY REGISTERING FOR PELOTONIA, you’ve joined a purpose-driven community that is dedicated to funding innovative, fast-tracked cancer research. While the need for cancer research is as urgent today as ever before, we realize that the economic uncertainties and the critical needs of our community are currently overwhelming. As a result of these unprecedented times, we have decided to not enforce Pelotonia fundraising commitments this year.

With that said, we encourage everyone to strive for personal fundraising goals through My Pelotonia. Fundraising will look a little different this year and that’s okay! This toolkit is designed to help you navigate virtual fundraising and how to ask for donations in the midst of COVID-19.

We are confident that if you follow the steps laid out in this toolkit, you’ll meet and even exceed your goals for this year, all while having fun in the process.
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.

COVID-19 and Cancer

In collaboration with OSUCCC-James & the broader Ohio State University research enterprise, Pelotonia is creating a research fund, with an initial pledge of $1 million, to investigate the impact of COVID-19 on the cancer community.

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 Zhai 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. This is just one of the many examples of ways the Pelotonia community is making an impact on cancer research.

To learn about additional examples of the impact you’re making for cancer research, please visit our Impact page.
Pelotonia has always been more than a bike ride. This movement is about conquering a personal challenge and coming together to raise critical funds for a disease that impacts us all. This year, Pelotonia is all about defining your own personal challenge—and leveraging your individual goals to raise funds for critical cancer research.

*My Pelotonia* is a community fundraising effort, driven by individual goals and experiences, that allows participants to select a goal and activity that is meaningful to them and leverage that experience to inspire support from around the world. What will your Pelotonia be?

From sewing facemasks for healthcare workers to cycling 500 miles in training this summer... from walking 30 minutes each day on the treadmill to raising $2,000 by shaving your beard... if your idea takes effort and commitment, Pelotonia welcomes it! We encourage you to challenge yourself by choosing a goal that is slightly outside of your comfort zone—and selecting a fundraising goal that feels achievable to you—and have fun with it!

### Setting Your Fundraising Goal

While there are no fundraising commitments in 2020, we encourage each participant to set a fundraising goal to help increase their fundraising efforts. Participants will not be held to their fundraising goal and will not have their credit cards charged if they fall short of their goal, but will be encouraged to hit, or surpass, their goal through incentives!
This year, Pelotonia will offer different incentive levels to energize the community’s fundraising efforts. Gifts will be sent directly to participants’ houses once they hit a milestone or commit to a fundraising goal. **Those milestones are:**

- **$500** ➔ $25 to The Shop

- **$1,250** ➔ $50 to The Shop + Legend Tee

- **$2,500** ➔ $100 to The Shop + Legend Tee + Legendary Scarf/Hat

- **$5,000** ➔ $200 to The Shop + Legend Tee + Legendary Scarf/Hat + Adidas Track Jacket

- **$10,000** ➔ $250 to The Shop + Legend Tee + Legendary Scarf/Hat + Adidas Track Jacket + Adidas Luggage

Please note that all participants who have raised or commit to raise a minimum of $1250 by July 17th will receive an exclusive Opening Ceremony watch kit. Gifts will be distributed in accordance to the following deadlines:

- **Commit/raise by July 17th** — delivery by August 7th
- **Commit/raise by September 4th** — delivery by October 30th
- **Commit/raise by October 31st** — delivery by December 1st
ASKING DONORS FOR SUPPORT IN 2020

The most successful Pelotonia fundraisers have one thing in common: they ask as many people for support as possible, in very personal ways. **But how can you approach your donors with an ask to donate to your Pelotonia without seeming insensitive to what’s going on in the world?**

In these times, it can feel challenging to navigate fundraising and asking your donors to support your fundraising efforts. Members of the community are still willing to give, and more than ever, are looking for ways to support the community. After all, by not asking for donations, you have already made the decision for your donors!

Before sending your fundraising letter this year, you’ll want to plan who you will be sending your fundraising letter to. We recommend including people who have donated to you in the past, family, friends, and others within your network who have expressed an interest in helping the community during this time.

Once you’ve determined who you will be reaching out to, it’s time to update your 2020 fundraising letter to answer the following questions:

- What is Pelotonia and where does the money go?
- What is Pelotonia doing in response to COVID-19?
- What are you doing for your Pelotonia?
- Why are you remaining committed to fundraising for cancer research this year?
- What does someone’s support mean to you this year?
- What is your fundraising goal and how much progress have you made?

Additional support in building your Pelotonia 2020 fundraising letter can be found here!
Dear Friends and Family,

As you may know, I’ve participated in Pelotonia’s annual bike ride for the past X years. This legendary event and organization, which has raised more than $209 million for innovative cancer research since 2009, is so close to my heart.

A lot has changed over these past few months—and this year, the Pelotonia event will look different than expected. However, Pelotonia has always been more than a bike ride. This movement is about conquering a personal challenge and coming together to raise critical funds for a disease that impacts us all. So instead of riding 25 miles this year, I’ll be joining the entire Pelotonia community in My Pelotonia—where we’ll each define our own personal challenge and raise funds for critical cancer research. This year, my goal is to walk 100 miles before August 7 and raise $1,500 for cancer research.

I am reaching out today to ask for your support as I work to reach my goal. Now more than ever, the need for cancer research funding is vital—and on top of all of the existing needs in this space, researchers are now fighting COVID-19 in patients with cancer and working quickly to find solutions for so many patients who are immunocompromised. I am so proud to share that in collaboration with The Ohio State University Comprehensive Cancer Center–James Cancer Hospital and Solove Research Institute (OSUCCC–James), Pelotonia has created a research fund, with an initial pledge of $1 million, to spearhead investigation of the impact of COVID-19 on the cancer community. With our continued support, I believe this effort will result in significant learning and improved patient outcomes for so many of our community members and loved ones.

Though this is a challenging time for all of us, every dollar I raise this year will make a tangible impact for those in need. If you’re able to, please consider supporting me today by donating to Pelotonia and supporting my goal to raise $1500 for cancer research. 100% of every single dollar will be directed to life-saving cancer research at the OSUCCC–James and will support initiatives like this COVID-19 research fund. To donate, please follow this link to my profile page: [insert link here]

Thank you so much for your support!
THANKING YOUR DONORS IN 2020

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 at any time.

HERE’S A SAMPLE MESSAGE YOU CAN USE WHEN THANKING YOUR DONORS:

Dear Uncle John,

Thank you so much for the donation in support of my Pelotonia fundraising efforts. During these uncertain times, your donation is more impactful than ever, as the need for cancer research is as urgent today as ever before! It is an honor to participate in Pelotonia 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 $209 million for cancer research and my ride has raised $25,144.00.

This summer, I set the goal of riding 500 miles over the course of 2 months for my Pelotonia. I have felt the presence of my supporters with every pedal. Sometimes I feel like quitting, but quitting is not an option because cancer doesn’t quit! Thank you again for your continued support.

Sincerely,
Marci

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.
Now that fundraising has moved mostly online, it’s time to start thinking of some fun, new ideas to raise money for innovative cancer research!

Live Stream and Social Media Fundraisers

Facebook Fundraisers and Instagram Story Donations are both simple and effective ways to raise money for Pelotonia; however, there are a few things to keep in mind before you use these platforms for your fundraisers.

1. Tease out the night before that you have something special coming. Tell viewers to tune in at X time to learn more about it the following morning.

2. Start early in the day and let people know all the details around your fundraising event. Promote this on all your social media platforms and through emails to friends and family. Items to include:
   - How much money you’re aiming to raise
   - The time the fundraising activity will take place if you hit your fundraising goal
   - Details about how people can donate. Share information on how to donate on different platforms:
     A. Facebook Fundraiser
     B. Instagram Donation Button
     C. Directly to your Rider Profile

3. Continue promoting your fundraising event and the need for donations throughout the day.
   - Provide updates on where you are in the fundraising total

4. It can also be fun to show sneak peaks of the accessories you’ll be using for your fundraiser (ex: razor for head shaving, photo albums for funny photos, etc)

4. Tell people how they can tune in to see the fundraising event live. Below are some of the potential avenues:
   - Facebook Live
   - Instagram Live
   - YouTube Live

5. Ensure that your social media profile is ready to go live prior to the event and that you’re prepared with whatever platform you choose. Connect to WiFi so you know you’ll have a reliable connection. Below are some additional tips:

   FACEBOOK LIVE
   - A. Ensure your phone’s rotation setting is “unlocked”
   - B. Tap the camera icon under Create a Post on your Facebook page
   - C. Write a compelling description
   - D. Click the blue “Start Live Video” button to start broadcasting
**FUNDRAISING ONLINE!**

**Live Stream and Social Media Fundraisers (continued)**

**E.** There will be a countdown once you hit the start button, so be prepared that the video won’t start filming right away

**F.** Film the event horizontally to optimize for Facebook

**G.** Click “Finish” to end the broadcast

**H.** When you hit the “stop” button for the Facebook Live, it typically takes a few seconds to turn off. There will be a check mark and a “ding” that you’ll hear once it’s officially completed.

**I.** Post your replay and save the video to your camera roll

**INSTAGRAM LIVE**

**A.** Swipe right on the mobile app to reach Instagram Stories

**B.** Swipe right to the LIVE feature at the bottom of the screen

**C.** Tap the button to Go Live

**D.** Film the event vertically to optimize for Instagram

**E.** After filming, hit “Share” so that it publishes to your Stories for others to watch later

**YOUTUBE LIVE**

**A.** Note: Only YouTube channels with at least 1,000 subscribers can live stream on a mobile device

**B.** Before you create a live stream, you’ll need to enable your channel for live streaming

**C.** Click the upload icon in the upper righthand corner

**D.** Click Go Live

**E.** At the top, select Webcam

**F.** Enter a title and description and select a privacy setting. You can also schedule your live stream for a later date

**G.** Click More options > Advanced Settings for more settings

**H.** Click Save. Your camera will then take a thumbnail

**I.** Click Go Live

**J.** When you’re done streaming, click End Stream at the bottom. All streams under 12 hours will be automatically archived. You can access previous, current, and upcoming streams in the Live Tab.

**THANK EVERYONE FOR THEIR SUPPORT AT THE END OF THE EVENT AND ANNOUNCE THE FINAL FUNDRAISING TOTAL**
FUNDRAISING ONLINE!

Virtual Fundraiser Ideas!

Online Silent Auction

- Are you unable to host your annual fundraiser but already have donations secured for a silent auction? Utilize Google Forms to set up a virtual silent auction. **Here** is an example!

- Raffles and 50/50’s can also be executed this same way!

Bingo Squares

- Creating a bingo board is a fun way to promote fundraising through Instagram Stories or other social channels. In summary, people purchase different squares and once there’s a BINGO or the whole board is filled then the fundraiser has to do something.

Virtual Bake Sale

- If you have a love for baking, then a virtual bake sale is a great option for fundraising. Offer people different incentives for donating to your fundraising goal. People love the personal touch and baked goods, like cookies or candy, are easy to send in the mail.

Head Shaving

- Many events have seen success around raising money for someone to shave their head or cut their hair. The key for these events is to build momentum and keep people excited about the head shaving. See Pelotonia President & CEO Doug Ulman’s head shaving fundraiser below.
PULLL, powered by Pelotonia, is a mobile app that inspires and challenges users across the globe to accelerate funding for innovative cancer research.

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 non-binding 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.
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. This can be located at 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 SATURDAY, OCTOBER 31, 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 important that you list the donor name, rider name, and Rider ID number so that the gift can be acknowledged and allocated correctly. If there is no option to list this information with your donation, please email mlyons@pelotonia.org with your donor name and Rider ID to ensure correct allocation of the donation.

- 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 SATURDAY, OCTOBER 31, 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.

General Donation and Fundraising FAQs

Q: Is there a fundraising commitment for this year?
A: There is no required fundraising commitment for 2020. However, if you would like us to charge your credit card for your fundraising goal balance, you will be given that option when you re-register starting June 2, 2020.

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 fundraising tool kit 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 have a personal issue and can no longer devote as much time to fundraising as I’d hoped. What should I do?
A: We understand that this year is a challenging time for our community. If you can no longer devote time as much time to fundraising, please do not worry. We will not be requiring fundraising commitments or Ride distances. We appreciate all involvement levels.

Q: It’s August 6th 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 we are not enforcing fundraising commitments for 2020, unless you have chosen to do so. If the donation is not in by October 31, 2020 and you have decided to not commit to fundraising this year, any donations received after the fundraising cutoff date will be applied to your 2021 Ride.

Q: Can Pelotonia staff come and support me or speak at my cool/ awesome/ unique fundraiser?
A: Considering recent events surrounding COVID-19, it is unlikely that we will attend any physical fundraisers this year. We are more than happy to join any virtual events you and your team are hosting! If you have any questions about hosting a virtual fundraiser, please reach out to pelotonia@pelotonia.org

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.’
Facebook Fundraiser FAQs

If you decide to host a Facebook fundraiser, here are some FAQs:

Q: What do I need to do after setting up a fundraiser?
A: Once your Facebook fundraiser has ended, please email pelotonia@pelotonia.org with a list of the donors’ names and the amounts contributed. Please also include what Rider ID, name, and email the donations should be allocated to.

After your fundraiser ends, Facebook will provide Pelotonia with a report with different fundraisers held. The information we receive always includes the amount and the donor name, but sometimes doesn’t tell us the “host” of the fundraiser. Your emailed report will ensure we can track donations to your fundraiser quickly and easily.

Q: Will Pelotonia issue a tax receipt from my Facebook fundraiser?
A: No. Pelotonia doesn’t actually receive the donor’s information from Facebook. Facebook, however, sends donation receipts to those who donate through a Facebook fundraiser. Please consult with your tax advisor on these donations.

Q: If I’m not a Rider and want to create a fundraiser and direct the funds to a Rider, can I do that?
A: Yes, you would need to contact us with your fundraising information, donors and amounts. Please see the question: What do I need to do after setting up a fundraiser?

Q: When will funds arrive to my Pelotonia account after I’ve hosted a fundraiser?
A: Please give yourself a month from the end of your Facebook fundraiser to see your funds in your account. Pelotonia Facebook fundraisers need to be completed by 8.31.2020 to ensure they hit this year’s fundraising deadline of 10.31.2020

Q: Are there fees associated with Facebook Fundraisers?
A: There are no fees associated with Facebook fundraisers.

Instagram Giving FAQ

If you decide to add an Instagram Donation sticker to your Instagram Story, here are some FAQs:

Q: How do I give to Pelotonia through Instagram?
A: On Instagram stories, you can now add a ‘Donate Button’. Once you add that button to your story, you will want to search for Pelotonia’s Instagram and link Pelotonia to your donate button. After you post your story, your link will be accessible and the giving process will stay within Instagram.

Q: How will I allocate this donation to a Rider?
A: Unfortunately, there is no comment box to note your Rider ID when giving through Instagram. If you are the fundraiser host, you will want to send an email to mlyons@pelotonia.org with a screenshot of your donors and the donation amounts.
FAQs (continued)

Instagram FAQs (continued)

Q: Where can I find my donors?
A: On the Instagram Story with the donate button, swipe up to find the full list of donors. If your story has disappeared after 24 hours, go to your Profile Page and click on the 3 lines in the upper righthand corner. There you will find your Archive and can click on the original story. From there, swipe up to find your donor list.

Q: How long will it take for the funds to get to Pelotonia?
A: Funds can run 1–2 months behind before they reach your profile. To ensure your funds are allocated as soon as Pelotonia receives the payout from Instagram, please screenshot the donor list attached to your story and forward it to mlyons@pelotonia.org.

Q: Who will issue my tax receipt?
A: At the time the donation is made, a tax receipt will be emailed to the address that is linked to the donor’s Instagram account. These will not come from Pelotonia, as the donation is going to Instagram and then coming to Pelotonia from their team.

Q: Are there fees associated with Instagram Giving?
A: There are no fees associated with Instagram Giving.
ADDITIONAL RESOURCES

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/

Pelotonia Impact Graphics:

Ideas for Volunteering in 2020:
https://pelotonia.org/the-blog/2020/05/18/2020-pelotonia-volunteer-suggestions/