

LEGENDS  
→ Unite

**PELTONIA<sup>®</sup>**

PELTON  
LEADERSHIP  
GUIDE



## PELOTON LEADERSHIP GUIDE

---

Thank you for stepping up to lead your Peloton in 2020! More than ever, your leadership means so much more than ordering jerseys or coordinating weekend training rides. It means leading a group of individuals to get creative, work hard and harness their passion to change the future of cancer research through challenging times, together.

Please use the information below as your reference to all things Pelotonia. *Pro tip:* bookmark this guide on your browser for quick access at [here](#).

---

### TABLE OF CONTENTS

<b>KEY 2020 DATES</b> .....	3	<b>SETTING PELOTON POLICIES</b> .....	8
<b>GENERAL INFORMATION</b> .....	3	<b>RESOURCES FOR MEMBERS</b> .....	9
Funding Life-Saving Cancer Research .....	3	Informational Materials.....	9
My Pelotonia .....	3	Fundraising in 2020.....	9
<b>PELOTON LEADERSHIP SPECIFICS</b> .....	4	Fundraising Incentives.....	10
Recruiting.....	4	Donation Processing.....	10
Connect to your Peloton Members .....	5	Pelotonia Graphic Usage .....	10
in New Ways			
Updates & Communication Channels.....	5		
Peloton Administrator .....	6		
Pelotonia Website Changes .....	6		
Captain & Administrator Profile Functions.....	6		
Peloton Leadership Facebook Group.....	7		
Pelotonia Staff Contact List.....	7		



## KEY 2020 DATES



**MY PELOTONIA  
LAUNCHES!**



**PELOTONIA  
WEEK!**



**OPENING  
CEREMONIES  
LIVESTREAM**



**2020 FUNDRAISING  
CAMPAIGN ENDS**



## GENERAL INFORMATION

---

### FUNDING LIFE-SAVING CANCER RESEARCH

Founded in 2008, Pelotonia was established with the objective to fund life-saving cancer research. Focused on a community of passionate fundraisers, Pelotonia has historically centered around a three-day experience of cycling, entertainment, and volunteerism. Through its first eleven rides, the Pelotonia community has raised more than \$207 million for cancer research. Thanks to its generous funding partners, Pelotonia can direct 100% of every donation to cancer research at The Ohio State University Comprehensive Cancer Center–James Cancer Hospital and Solove Research Institute.

---

### MY PELOTONIA

This year, we face a headwind no one anticipated. And we're pushing forward, united in a sense of duty and pride and shared sacrifice. Because that's what legends do. Think we can't conquer a new challenge? Try us. We'll use our guts and ingenuity to get through it.

Faced with the Covid-19 crisis, we are redefining Pelotonia for 2020. In place of our three-day weekend, participants will instead set and achieve their own individual goals, when, where and however they choose. It's the perfect way to join our cause, at a time when it's more important than ever. Pelotonia 2020 is new and bold and exactly the challenge legends live for.

We've reached out to members of our community for examples of what their Pelotonia will be like this year. Matt M. will be riding 21 miles, 21 times, to represent the 21 different floors at the James. Steph Z. is walking 100 miles throughout the summer in honor of Pelotonia's 100% model. And Sarah O. will be making 200 masks while raising funds for cancer research.

Pelotonia was never just about the ride. It's always been about setting and achieving an ambitious goal, and raising critical funds to fight a disease that impacts us all. And that's exactly what we'll do again this year. Independently, but together in spirit and purpose.

This year, you will define Pelotonia. And your legend. What will your Pelotonia be?



## PELOTON LEADERSHIP SPECIFICS

---

### RECRUITING

*“My family’s been impacted by cancer, but I don’t own a bike.”*

*“I am a survivor and want to volunteer my time with the Pelotonia community, but I will be out of town that weekend.”*

*“I want to try and fundraise to make an impact, but I’m afraid I won’t make my fundraising commitment.”*

We’re sure that all Peloton Captain and Leaders have heard reasons, or rather, obstacles, like those above that have prevented individuals from joining the Pelotonia community. With “My Pelotonia,” there are no obstacles! No registration fees. No fundraising commitments. No need to even get on a bike! This is the year to invite all of those individuals who have been apprehensive of getting involved and showing them how truly unique and unstoppable this community is.

---

### KICK-OFF SESSIONS

The best way to recruit support for your Peloton is to host a recruitment kick-off to share important information and generate excitement to participate. While most people are practicing social distancing and working from home, kick-off sessions are still effective through Zoom, Skype, or whatever video conference platform you prefer! This is the time to explain My Pelotonia, cover Pelotonia history, impact stories, and address commonly asked questions.

*Pro Tip: Have Peloton members ready to share what their Pelotonia is going to be to inspire other members!*

We’ve put together a bundle of resources to make hosting your own kick-off session easier than ever! Download a sample PowerPoint and recruitment materials [here](#).

To schedule a Pelotonia staff member to lead your session and to utilize Pelotonia’s Zoom accounts, please reach out to Carolyn Appelhans at [cappelhans@pelotonia.org](mailto:cappelhans@pelotonia.org).

---

### EMAIL, EMAIL, EMAIL

An email can be an effective tool to drive interest and new members to your Peloton! Send an email to coworkers, community members, family, friends, and Peloton members from years past who are not registered in 2020. Include information about My Pelotonia, why your Peloton is passionate about Pelotonia, what you’re doing to stay connected during this time and how to get involved with the Peloton. Need some help wordsmithing an email? Use this [email template](#) to help recruit more Peloton members!

*Pro tip: encourage current Peloton members to send to their network to get more members involved!*



## PELOTON LEADERSHIP SPECIFICS

---

### CONNECT TO YOUR PELOTON MEMBERS IN NEW WAYS

Since March, we've been in awe of the creativity we've seen with regards to the ways people are staying connected during this time. While it has been difficult to not to see our coworkers in person Monday through Friday or meet up with your Peloton members at your local bar for happy hour, there are still ways to stay connected to each other and a chance for you lead and motivate one another.

- Participate in a group ride individually by planning a set time and date that you will all ride on your own. Schedule certain rest times and have everyone join a Zoom call to motivate each other between stops!
- Gather your Peloton Volunteers and schedule a time to write cards of encouragement to health care workers while enjoying a Zoom happy hour!
- Create a Peloton Slack channel, Facebook group, etc. for a place for your members to connect, share inspiring stories, and for potential Peloton members to gather more information.

---

### UPDATES & COMMUNICATION CHANNELS

Throughout the year there will be countless important updates we hope you'll share with your Peloton members to enhance their experience with Pelotonia. A few ways you can expect to hear these updates:

- **Pelotonia email blasts** — Emails sent periodically to all registered participants detailing important community updates and Pelotonia 2020 details. Please encourage your members to not unsubscribe from these communications, as they would miss all important instructions for the new My Pelotonia platform.
- **Monthly Peloton Leadership email** — Once a month you'll receive a note from the Community Engagement team listing out key dates on the horizon, special opportunities and everyone's favorite—Peloton Leadership events!
- **Pelotonia.org/Rise** — We've created a new site to keep the community and up to date during this time. Be sure to check this site for inspiration from the community, to catch the latest Pelotonia Live!, and more!
- **Pelotonia social media** — Follow us on [Facebook](#), [Instagram](#) and [Twitter](#) for updates in real-time. You also have access to the [Peloton Captain Facebook Group](#). Check out page 7 for more details.
- **Pelotonia blog** — Keep an eye on our blog at [pelotonia.org/the-blog](https://pelotonia.org/the-blog) for the latest feel good stories on your fellow Pelotonia participants, research breakthroughs funded by Pelotonia, and a variety of helpful tips and tricks to help you and your team succeed.



## PELOTON LEADERSHIP SPECIFICS

---

### PELOTON ADMINISTRATOR

We know you're working tirelessly to support your Peloton members, so please consider adding an Administrator onto your Peloton to help support you! All Captains can add one Admin onto the team by logging into their account and selecting "Select Peloton Administrator". Admins can approve member join requests, run Peloton reports, receive donation emails—virtually anything Captains can. Help them help YOU!

### PELOTONIA WEBSITE CHANGES

With a new way of connecting with the Pelotonia community in 2020, we wanted to make sure there was an improved platform to be able to do so. On June 2nd, Pelotonia will be updating the registration process, providing 2020 Legends with the opportunity to put their Pelotonia directly into their profile, and leaderboards will be making a comeback. Yes, you read that right! Leaderboards will be back with My Pelotonia.

All Peloton Leaders will be provided with resources surrounding any website enhancements that are coming. In the meantime, please continue to direct Peloton members [here](#) to register for Pelotonia 2020, to start their fundraising and encourage current members to continue their fundraising efforts through the site!

### CAPTAIN & ADMINISTRATOR PROFILE FUNCTIONS

The following list of options and functions appear when logging into your profile under "Manage My Peloton:"

- **Peloton Profile Information** – create a Peloton story, view/export list of all past Peloton donors.
- **Select Peloton Administrator** – select a member of the Peloton to support your administrative capabilities. More information below!
- **Peloton Photos** – add photos to your Peloton's profile to show off your team's personality.
- **Current Peloton Member Information** – see all current members' contact information, ride distance and fundraising history.
- **Prior Peloton Member Information** – see all past Peloton members' contact information, ride distance and fundraising progress.
- **Peloton History** – view/export a list of the Peloton's fundraising and participation history.
- **Add/Remove Peloton Member** – add members manually by Rider ID.
- **Requests to Join Peloton** – approve/deny Peloton member requests.
- **Vanity URL** – select a custom URL for your Peloton (ex. Pelotonia.org/TheDreamTeam).
- **RSI Leads** – select Riders to lead your group during Ride Weekend.



## PELTON LEADERSHIP SPECIFICS

---

### PELTON LEADERSHIP FACEBOOK GROUP

Join our Peloton Leadership Facebook Group to start conversations, pose questions, post event happenings and generally, give your fellow Captains & Admins a virtual pat on the back! We will also post important updates and announcements as they happen throughout the year. This is a private forum, so the information shared will not be made public to anyone outside of the group. To join:

- Log into Facebook on your computer
- Visit the group page [here](#)
- Click “Join Group”

Wait for your request to be approved, and voilà—you’re in!

---

### PELTONIA STAFF CONTACT LIST

Please feel free to contact the following staff members for specific questions regarding:

- **General participant questions, Peloton management, recruitment events** — please contact our Community Engagement Coordinator Carolyn Appelhans at [cappelhans@pelotonia.org](mailto:cappelhans@pelotonia.org).
- **Donation processing & Rider registration discount link questions** — please contact our Gifts Processing Manager Janelle Goldbach at [jgoldbach@pelotonia.org](mailto:jgoldbach@pelotonia.org).
- **Apparel design approval, marketing material approval and usage of all Pelotonia-branded assets** – please contact our Marketing & Communications Manager Emily Smith at [esmith@pelotonia.org](mailto:esmith@pelotonia.org).
- **Company sponsorship of Ride Weekend & Pelotonia operations** — please contact our Director of Community Engagement & Partnerships Eric Olsavsky at [eolsavsky@pelotonia.org](mailto:eolsavsky@pelotonia.org).
- **In office needs** — The Pelotonia staff is currently working remotely. If you are need of yard signs, car magnets, or anything at all, please contact Carolyn Appelhans at [cappelhans@pelotonia.org](mailto:cappelhans@pelotonia.org).
- Read more about our staff at [pelotonia.org/about/leadership](https://pelotonia.org/about/leadership).



## SETTING PELOTON POLICIES

Every Peloton is working toward the same goal, but each one gets there in their own, unique way. Before you begin promoting your Peloton we encourage you to outline what it means to be a member of this special effort. Please keep in mind that it's not required that your Peloton provides any formal support to your participants, but the options listed below have proven to be great rallying points for our most successful Pelotons.

### → **SET OFFICE GUIDELINES**

Determine if your colleagues are permitted to meet during work hours to organize Peloton efforts and/or solicit colleagues for donations. Please communicate accordingly to ensure the Peloton is a positive enhancement to your culture!

### → **DETERMINE WHAT YOUR PELOTON'S PELOTONIA IS GOING TO BE THIS YEAR**

Set goals for fundraising, mileage, and volunteer hours for the Peloton. Challenge each participant who joins your Peloton to set their own personal goals to help accomplish, and even surpass, the team goals that you set.

### → **CONSIDERING OFFERING UNIQUE PELOTON INCENTIVES TO ENCOURAGE PARTICIPATION AND ENGAGEMENT**

Reward your Peloton members who not only register but are committed to furthering Pelotonia's mission.

### → **CONSIDER OFFERING FUNDRAISING SUPPORT**

Electing to donate toward your members' fundraising is one of most generous ways to incentivize participation. If your Peloton will be putting a pause on ordering Jerseys in 2020, or now have extra funds that were set aside to cover registration fees, considering using those budgets to reward Peloton members who are going above and beyond with a bonus donation, gift, etc.!





## RESOURCES FOR MEMBERS

---

### INFORMATIONAL MATERIALS

We're a community, a movement and cancer's worst enemy. Since our identity can't be defined in just one way, we have selected a few resources that will help you understand and communicate the key aspects of Pelotonia. These resources are great for sharing Pelotonia's impact recruiting Peloton members and educating potential donors.

#### **For information on Pelotonia's impact on cancer research:**

- [Pelotonia Impact page](#)
- [Survivor Video](#) — A rider's life saved through Pelotonia funding
- [Pelotonia Institute for Immuno-Oncology](#)
- [Your Impact video series](#) — Pelotonia-funded researchers sharing how your fundraising is at work in their labs
- [2019 Pelotonia Investment Report](#)

#### **For information on My Pelotonia:**

- [Ideas for volunteering in 2020](#)

---

### FUNDRAISING IN 2020

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! We've updated the [Pelotonia Fundraising Toolkit](#) to help community members fundraise to their best of the ability in these crazy times. Whether you're looking to host a fundraiser through Zoom, do a challenge while live streaming on social media, or simply looking for a way to update your fundraising letter, you can expect to learn something new and be inspired! Download the Fundraising Toolkit at [pelotonia.org/fundraise](https://pelotonia.org/fundraise) and the [Fundraising Toolkit](#). We also recommend reviewing [these suggestions](#) for ways to ask for fundraising during this unprecedented time.



## RESOURCES FOR MEMBERS

### FUNDRAISING 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.



**\$250**



Surprise offer from a Pelotonia Partner



**\$500**



\$25 to The Shop



**\$1,250**



\$50 to The Shop + Legend Tee



**\$2,500**



\$100 to The Shop + Legend Tee + Legendary Scarf



**\$5,000**



\$200 to The Shop + Legend Tee + Legendary Scarf  
+ Adidas Track Jacket



**\$10,000**



\$250 to The Shop + Legend Tee + Legendary Scarf  
+ 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



## RESOURCES FOR MEMBERS

---

### DONATION PROCESSING

Donations made online to participant profiles will appear instantly if the donor uses a credit card to process payment. Donations will **not** appear instantly on participant profiles if:

- A donor pledges to send a check. These donations are processed within 1-2 business days of arrival at our lockbox. Please ensure all checks have a Rider ID in the memo section of the check, so we can ensure that it is appropriately allocated. All checks can be sent to:

**Pelotonia**  
**L-3454**  
**Columbus, Ohio 43260-3454**

- A donor submits a donation through a matching gift program. All matching gift programs work differently and can take anywhere from 6-12 weeks to arrive at our office after processing. Please have your donor reach out to their matching gift provider for an update on their donation status before contacting Pelotonia.
- A donor drops off cash at our office. These donations are processed within 1-2 business days of arrival.

Please see a full list of donation FAQs at [pelotonia.org/donate/faq/](https://pelotonia.org/donate/faq/). For all other donation inquiries, please contact Janelle Goldbach at [jgoldbach@pelotonia.org](mailto:jgoldbach@pelotonia.org).

---

### PELOTONIA GRAPHIC USAGE

We're proud of our branding and love to see the green arrow pop up in places around the world! There is no need to try to create your own graphics for your fundraising events, because you have full access to the 2020 Asset Kit. The graphics can be downloaded [here](#). You will be prompted to download a variety of Pelotonia graphics that can be utilized for custom Peloton swag, fundraising banners, and other items you create to promote your Peloton. Brand guidelines are also included to help guide your designs. If you plan to utilize our assets on anything that will be sold or viewed publicly, please send a draft to Emily Smith at [emsith@pelotonia.org](mailto:emsith@pelotonia.org) for approval before printing.