



# 2017 Fundraising Toolkit





## Thank you for being a part of the #pedalfamily and registering for Pedal the Cause 2017!

Your commitment to curing all cancers for everyone is admirable and we are grateful to have you fundraising for this incredibly important cause. Remember, 100% of what you raise funds innovative cancer research at Siteman Cancer Center and Siteman Kids at St. Louis Children's Hospital, so fundraise early and fundraise often!

This guide will help you achieve and surpass your fundraising goals. Here are the 8 steps we will highlight in depth in this guide to help you take your fundraising to the next level:

### 1 TELL YOUR STORY

*Customize your profile and share why you Pedal.*

### 2 GENERATE A TARGETED DONOR LIST

*Ask those who have been personally touched by cancer and want to get involved to support your ride.*

### 3 GET SOCIAL

*Connect your Facebook, Twitter & Instagram networks.*

### 4 HOST A FUNDRAISER

*Host a happy hour, trivia night, garage sale, bowl-a-thon, or lemonade stand - every dollar counts!*

### 5 BE CREATIVE

*Think outside the box! There are SO many ways to fundraise.*

### 6 UTILIZE MATCHING GIFTS

*Does your employer match donations?*

### 7 EARN AN INCENTIVE

*Setting a goal is a great way to frame your ask. Aim for a Yellow Jersey at \$2,500+ and earn exclusive benefits!*

### 8 ALWAYS SAY THANK YOU

*Just like Mom taught you, always say thanks.*

## September 23 & 24, 2017



## TELL YOUR STORY

The single most important thing you can do is customize your Pedal the Cause fundraising profile. Telling your story to your potential donors will paint a picture for them and help them realize why this cause is so close to your heart. Donors are much more likely to give if they know you are invested in the mission of curing cancer.

To personalize your profile try these easy steps:

### UPDATE YOUR PROFILE AND COVER PICTURES

Our new and improved website allows for you to upload a profile picture, as well as other photos that can be viewed in your gallery. Login to your rider profile and click on the small camera image on your profile and cover photos to upload a new image. Use a photo of yourself riding, or a picture of the person you are riding for. Better yet, use photos from past Pedal the Cause events! [You can search for photos in our archives here.](#)

### UPDATE WHY YOU RIDE

Login in to your profile and use the “Why I Ride” section to write your personal narrative. Include [your personal connection to cancer](#) and perhaps [tell a story](#) about a day or event specifically. If you ride for loved ones, [tell us who they are and a little about them.](#) [Get personal.](#) We all have a reason to fight for a world without cancer, this is the place to share yours.

### SET A GOAL

The goal on your profile reflects your fundraising commitment for your chosen course. [Consider upping your goal\\*](#), which you can do anytime when logged into your profile. Striving for an incentive level not only shows your donors you mean business, but also earns you some well deserved perks. [Learn more about incentive levels here!](#)

\*Note that upping your goal will make increase your fundraising commitment.





## WRITE A LETTER

One of the most effective ways to raise funds is to send a solicitation email or letter. If you are genuine and explain why you are participating in Pedal the Cause, your friends and family members will be happy to support your efforts. Here is a **SAMPLE LETTER** to get you started! Make sure to add the link to your rider profile or instructions with instructions how to donate when asking for donations via letter, email or social media.

Dear **Name**,

I'm happy to share with you that I have joined Team Pedal the Cause in the fight against cancer. I will be **riding/spinning/volunteering** in the **enter course name** on **September 24, 2017!** I am **riding/spinning/volunteering** in honor of **insert names of those you are honoring and any other personal details about their stories** and for the millions of other families who have been affected by cancer.

Please help me in this journey by donating to my **ride/fundraising efforts**. It takes world-class research to create a world without cancer, and Pedal the Cause is the only organization that gives **100% of participant donations** to Siteman Cancer Center and St. Louis Children's Hospital to fund innovative, cancer research. Together, *we will* end cancer — all cancers, for everyone.

My goal this year is **insert goal**. Please donate what you can here: **Include a link to your profile.**

Thank you for your support!

Sincerely, **Name**

## CREATE A TARGETED DONOR LIST

We all have a network of potential donors available to us - start by making a list! Consider including:

- Your friends & family
- Current and former colleagues
- Neighbors
- Your contacts through your church or religious institution
- Classmates or former classmates and teachers
- Contacts within the cancer treatment community
- Anyone who considers you their client:
  - Your real estate agent
  - Your lawyer
  - Your barber/hair stylist
  - Your trainer or fitness instructor
  - Your doctor, chiropractor or masseuse
  - Local business you frequent



## RAISE \$1,000 IN 10 DAYS

Now that you've updated your profile and photos and created a targeted donor list, it's time to make your ask. Make sure to add the link to your rider profile or instructions with instructions how to donate when asking for donations via letter, email or social media.

Try this plan to raise \$1,000 in 10 days by asking those close to you for support.

DAY 1	Ask 2 local businesses you frequent for \$50	\$100
DAY 2	Ask your significant other for \$100	\$200
DAY 3	Ask a sibling for \$50	\$250
DAY 4	Ask 6 good friends for \$25	\$400
DAY 5	Ask 5 facebook friends for \$25	\$525
DAY 6	Ask 2 neighbors for \$25	\$575
DAY 7	Ask 4 relatives for \$50	\$775
DAY 8	Ask your boss for \$100	\$875
DAY 9	Ask 4 coworkers for \$25	\$975
DAY 10	Ask a former teacher or mentor for \$25	\$1000





## GET SOCIAL

One way to reach a broad audience is to post a link to your profile on social media and ask your friends to make a small donation. You can do this several times throughout the fundraising season.

### SOCIAL MEDIA TIPS:

- **Make it personal.** Create a short video telling your story and why creating a world without cancer is important to you and post it to your social media feeds. Include photos of loved ones and tell your community why their support is crucial.
- **Update your cover and profile pictures.** Use these Pedal the Cause templates [linked here](#) to show your social circles that you are serious about creating a world without cancer.
- **Tag us.** Make sure to tag @pedaltheCause on Facebook, Twitter and Instagram so we know you have posted about us, and can share and comment.
- **Keep us updated.** As you train for your ride, keep your community up to date on your progress. Use big training milestones to ask your circles for donations!

**HASHTAGS:** Are a great way to make your posts searchable and relevant in a sea of tweets and posts! Include our 2017 hashtags on your social media efforts:

**#PTC2017 #Give100% #cancercuringbike #pedalfamily #aworldwithoutcancer**

### SAMPLE POSTS:

I'm riding the Big Hitter (that's 50 miles!) in @pedaltheCause on 9/24. I will be riding for all those whom cancer has taken from us too soon, including my Aunt Mary. Help me and my team create #aworldwithoutcancer, every dollar counts! <insert profile link>

On 9/24 I will be riding in my first cycling challenge at @pedaltheCause! PTC has donated over \$15.8 million to fund cancer research here in St. Louis, and we have BIG goals this year. Help us cure all cancers for everyone: <insert profile link>

### SAMPLE TWEETS:

I'm registered to ride in @pedaltheCause on 9/24! Support me in my efforts to create #aworldwithoutcancer <insert profile link>

Training starts today for my @pedaltheCause ride on 9/24! Cancer you will not win today! #PTC2017<insert profile link>

Just received my 1st donation for my @pedaltheCause ride - thank you! Excited to ride for #aworldwithoutcancer on 9/24 <insert profile link>



## HOST A FUNDRAISER

Getting your team together to host a fundraiser is a fun, easy way to raise funds fast. Make sure to visit [the events calendar on the PTC website](#), and submit your fundraising event to it is included on our website. PTC can provide you with promo materials for your event too!

### **TRY THESE CREATIVE WAYS TO RAISE CORPORATE TEAM FUNDRAISING**

**Citywide Casual Day:** Participate in PTC's Citywide Casual Day on 9/22 and allow employees to dress down or wear jeans for a donation (typically \$5) to your team. PTC can provide you with stickers to hand out to participants!

**Parking Spot Raffle:** Raffle off the best parking spot (for a week or month).

**Run Free Day:** Offer a day off to anyone who registers for the team or makes a donation (over a set amount) to the team.

**Department Challenge:** Challenge inter-office departments to see who can raise the most amount of money in a week. The winning department gets free lunch.

**Coin War:** Place jars in the office for "extra change" and have departments compete to raise the most money.

**50/50 Drawing:** Sell tickets and the winner gets half of the money received while you get the other half.

**Cafeteria Sales:** Ask your corporate dining facility to donate a portion of sales, or proceeds from all cookie sales to your team.

### **COMMUNITY TEAM FUNDRAISING**

**Dinner for the Cause:** Ask a local restaurant if they will donate a percentage of sales (for a specific night/day) to your team.

**Throw a Party:** Host a party or BBQ at your house. Invite friends, family and your team. Charge a cover to be donated to your team. Have a raffle item and sell tickets too!

**Garage Sale:** Gather your old stuff and have a garage sale — donate the proceeds to your team.

**Poker/Trivia Night:** Throw a poker party or trivia night at your house or community center. Give half the pot to the winner and the other half to your team.

**Organize a Workout Class:** Ask your favorite instructor to donate their time to teach a class at your gym. Request donations for the class.

**Host a Yankee Candle Fundraiser:** Yankee Candle will donate 40% of the profit your group earns from hosting a fundraiser. For more info: [yankeecandlefundraising.com](http://yankeecandlefundraising.com).



## BE CREATIVE

In addition to your basic fundraising events, try something unconventional. The more creative you get, the more potential you have to meet and exceed your fundraising goal! Try one of these “outside the box” fundraising methods:

- **MILESTONES:** Tell friends and family in lieu of gifts for your birthday, graduation, anniversary or other special event, you would like donations to your fundraising efforts.
- **SHARE YOUR TALENTS:** Host a cooking, beer-making or knitting class (or whatever other unique talent you have!) to a group of friends and neighbors for a small fee.
- **OPENING DAY PARTY:** Who isn't excited for Opening Day baseball? Host a party, serve donated food and beverages, and charge admission for friends and family to come and enjoy the games. Bonus: Hold a corn hole or washers tournament and charge an entry fee for additional donations.
- **4TH OF JULY FIREWORKS BASH:** Host a 4th of July party at your house with a few (legal) fireworks, and charge a few bucks admission. Include a raffle for a donated prize you secured from a business you frequent, make sure to sell tickets!
- **NEIGHBORHOOD CAR WASH:** It's time to wash all that grime off our cars... why not hold a car wash? \$10 per car will add up fast.
- **BAKE SALE:** Enlist your friends and neighbors to hold a bake sale, and ask that all proceeds be donated to your fundraising efforts.
- **SHOVEL SNOW/MOW LAWNS:** Whether it is cold outside or summer has arrived, there is opportunity to ask for donations in exchange for helping friends or neighbors with shoveling snow or yard work.
- **CHAUFFEUR A FRIEND:** Spend a Saturday night shuttling friends out for the night and back, and ask for donations in exchange for a ride.
- **BLOCK PARTY:** Close off your street (with your neighborhood's permission) and rally your friends and neighbors to host a block party with proceeds benefitting your team.
- **SHARE YOUR EXPERIENCE:** Post photos/video of ride day on your social media accounts and give donors insight into your experience. You can even “go live” during the most challenging part of your ride and ask for donations.





## MATCHING GIFTS

Many companies have a matching gift program that will **match donations dollar-for-dollar** and some will even **triple** the amount of your gift! Check with your company and ask your donors to do the same. Ask PTC for matching gift buck slips, which you can include in your thank you notes to donors.

**Whom do I speak to at my company about this?** Normally your HR representative will be able to direct you to the company's intranet or the paperwork and will be able to walk you through the process.

**What will I need to submit my request?** You will need the tax receipt you received from Pedal the Cause. If your company requires 501(c)(3) status, email [info@pedalthecause.org](mailto:info@pedalthecause.org) for that document.

**How long does this process take?** Many companies review requests on a quarterly basis, and six–eight weeks is a normal payout schedule ONCE approved. Ask your HR rep for the payout schedule. ***Submit your request early to ensure it is processed before the fundraising deadline!***

Here are some companies that will match your donation. Please note this is not a complete list, and it is best to check with your HR representative to see if your company matches donations.

AIG	Cigna	Goldman Sachs	Northwestern Mutual
AAA	Cooper Industries	Grainger	New Balance
Abbott	Covidien	Home Depot	Novus
Alagasco	Dell	IBM	NVidia
AMGEN	Duke Energy	Illinois Tool Works	Pfizer
American Express	Elsevier	Jewish Federation	Phillips 66
AON	Energizer	Johnson & Johnson	Piper Jaffrey
Apple	Equifax	Kimberly Clark	PNC Financial
Automatic Data Processing	Erie Insurance	KPMG	Quest Diagnostics
Bank of America	Exelon	Leo Burnett Foundation	Sale Force Foundation
Battelle	First Weber Group	Macy's	Schneider Electric
BMO Harris Bank	First Tennessee	Mallinckrodt	Takeda
Boeing	FM Global	MasterCard	Thomson Reuters
CA Technologies	Freddie Mac	Merck	Tower Watson
Cardinal Investment Advisors	Gannett	Microsoft	UBS
Certara	GE	Monsanto	U.S. Bancorp
Chevron	GlaxoSmithKline	Morgan Stanley	Verizon
			Wells Fargo

## INCENTIVES

**Strive for an incentive level and amplify your impact!** Setting a lofty fundraising goal will not only motivate you to work harder at raising funds but it shows your potential donors that you are “all in.”

**You deserve to be rewarded!** Although raising funds for cancer research will already leave you feeling warm and fuzzy inside, we think our top fundraisers deserve a little recognition. Along with all the positive vibes, check out the perks of taking your fundraising to the next level.



- Recognition with an incentive level icon on your PTC profile
- Recognition in our Annual Report
- Guest ticket to Taste the Cause & Inspirational Program
- Invitation for two to the annual Yellow Jersey Celebration and exclusive Yellow Jersey Gift
- Commit by 7/1 and receive your Yellow Jersey to wear during PTC weekend



- All of the above benefits plus:
- Honorary Course Starter on ride day
  - Recognition through signage during PTC Weekend



- All of the above benefits plus:
- Opportunity to be interviewed at a start during on ride day
  - Recognition in our Thank You ad in the St. Louis Business Journal
  - One complimentary pass for Power Up Cycling
  - Exclusive researcher-guided tour of hospital facilities and laboratory



- All of the above benefits plus:
- Invitation for two to a private dinner with Beneficiary Leadership
  - Honorary presenter at the PTC Check Presentation
  - Infinite bragging rights, knowing you are among the elite members who have gone above and beyond to create a world without cancer!



## SAY THANK YOU

Taking the time to say thank you to your donors is one of the most important things you can do. Not only does it affirm your donors' good deeds, but feeling appreciated sets the stage for future giving (think PTC 2018!). Write an email - or better yet a handwritten note expressing your gratitude for their generosity.

### Did you know...you can purchase PTC cards from our shop!

Write your handwritten note on a high-quality, colorful card with embossed PTC logo.

[Click here to visit our shop.](#)



### Or, consider doing a post-event thank you card with a photo!



This one arrived last year from team Powered By Hope and made us feel so special! Show your donors what they helped make possible.

### Don't forget to give a shout out via social media!

Sample post: Thank you to all my incredible friends and family who donated to my ride in @pedalthecause. I raised \$XXX, 100% of which will fund world-class cancer research! #give100% #PTC2017



## KNOW YOUR COMMITMENT

	Fundraising Minimum (Register between 3/1 - 7/1)	Fundraising Minimum (Register between 7/2 - 10/24)
<b>RIDE</b>		
<b>PTC Circuit</b> - approx. 10 miles	\$375	\$500
<b>PTC Classic</b> - approx. 20 miles	\$375	\$500
<b>Two Bridges</b> - approx. 36 miles	\$500	\$750
<b>Big Hitter</b> - approx. 47 miles	\$500	\$750
<b>Metric Century</b> - approx. 65 miles	\$600	\$1,000
<b>Century</b> - approx. 100 miles	\$600	\$1,000
<b>SPIN</b>		
1.5 Hours Spinning	\$375	\$500
3 Hours Spinning	\$500	\$750
<b>YOUNG RIDERS</b>		
Ages 19 - 29 (all courses)	\$375	\$375
Ages 13 - 18 (all courses)	\$100	\$100

## IMPORTANT DATES *Mark your calendars!*

May 1	Registration Fee Increase
April 8 & 9	Team PTC at GO! St. Louis Marathon & Family Fitness Weekend
May 6	PTC Training Ride at Ballpark Village
June 17	PTC Training Ride
July 1	Fundraising Commitment Increase
Aug. 4	Get a Donation Day
Aug. 19	PTC Edward Jones Training Ride
Sept. 22	Citywide Casual Day
Sept. 23 & 24	PTC Weekend
Oct. 31	Fundraising Deadline
Nov. 16	Check Presentation

***Need help? Still have questions?***

Contact us:  
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