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THANK YOU FOR REGISTERING FOR PTC 2021!

You are fundraising to create a world without cancer. Thank you for your commitment to curing all cancers for everyone. 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!

The COVID-19 pandemic has affected all of us in one way or another, but cancer is not taking a break. Funding cancer research is as important as ever. Thank you for stepping up to make a positive impact in our community during a challenging time.

Know that your fundraising IS creating impact. Since 2010, Pedal the Cause has donated more than \$32 million and funded 175 adult and pediatric cancer research projects that are creating new treatments, cures, and improving patient outcomes. We rely on our participants to set goals and to fundraise so we can continue to support this vital research.



This guide will help you achieve and surpass your fundraising goals. Here's what is included in this guide to help you take your fundraising to the next level:

| | |
|----|----|
| Pg | 4 |
| Pg | 5 |
| Pg | 6 |
| Pg | 8 |
| Pg | 9 |
| Pg | 10 |
| Pg | 12 |
| Pg | 13 |
| Pg | 14 |
| Pg | 15 |

GETTING STARTED

FUNDRAISING CALENDAR

CRAFT YOUR ASK

GET SOCIAL

HOST A FUNDRAISER

CREATIVE IDEAS

CORPORATE SUPPORT

INCENTIVES

SAY THANK YOU

**FUNDRAISING MINIMUM
& PTC DATES**

Tell your story.

The single most important thing you can do is tell your story through your Pedal the Cause fundraising profile page. Paint a picture for potential donors to 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:

1

Update your profile pictures & video

Login to your rider profile at pedalthecause.org and click on “Edit Your Profile Photo” under the Profile tab. Use a photo of yourself riding, a picture of the person you are riding for, or photos from past Pedal the Cause events. **You can also upload a YouTube video right to your profile!** Consider recording a short video saying why you are fighting for a world without cancer, posting it to YouTube, and adding to your profile page.

2

Update why you ride

Login in to your profile and under the Profile tab, click “Edit Why I Fundraise.” Include **your personal connection to cancer** and perhaps **tell a story** about a specific day or event. 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.

3

Commit

Your commitment on your profile reflects your fundraising commitment. **Consider upping your commitment**, which you can do at any time by logging into you Pedal the Cause profile and clicking “Edit your Commitment.” Striving for an incentive level like Yellow Jersey not only shows your donors you mean business, but also earns you some well-deserved perks. **Learn more about incentive levels at pedalthecause.org/incentives or on Page 21 of this Toolkit.**

Fundraising for PTC 2021 closes on October 31, 2021, *but don't procrastinate!*

Raising money for cancer research should be a point of pride, not a stressful undertaking. Make a plan and give yourself enough time to reach your goal. This sample fundraising calendar will keep you on track from registration to ride weekend:

| | |
|------------|---|
| April 1 | Registration for PTC 2021 opens. Update your PTC profile page with a picture, YouTube video, and tell the story of why you ride. |
| March 15 | Now that your profile page is looking good, share a link on Facebook, Twitter, and Instagram. Make your first ask to your online networks! Use the profile photos and sample graphics available on the Tools page of our website. Set up a Facebook Fundraiser. |
| April 1 | Send your first fundraising letter or email. Remind people of the challenges cancer patients are facing due to COVID-19, and that cancer research is as important as ever. |
| May 1 | Send a follow up letter or email to those who didn't respond or donate to your first letter. Remind them that 100% of their tax-deductible donation supports cancer research. |
| May 15 | Time to think outside the box! Start planning a fundraising event for May or June, either on your own or with teammates. It's a great way to raise funds fast! Make any event virtual by going live in Facebook, Instagram, or YouTube. |
| June 1 | How's your training going? Send a second fundraising appeal to a new group of potential donors and include a photo from your training! |
| July 15 | Keep the training updates coming! Send a second fundraising letter to a new group of potential donors, or those who didn't respond to your first letter, and follow up. Include a photo from your training! |
| Aug 1 | PTC weekend is less than 2 months away but fundraising continues until October 31. If you have any outstanding check pledges, follow up with those donors. |
| Sept 1 | It's Pedal month! Make sure you are sharing PTC Featured Fighter videos and other inspirational content shared in PTC newsletters and via our social media channels to your network. They are great tools to help explain PTC impact. |
| Sept 25/26 | PEDAL THE CAUSE WEEKEND! |
| Oct 1 | One month to go to fundraise. Get creative and plan your final asks, whether that includes another letter or email, or social media sharing. Reach for an incentive level...you will be rewarded! |
| Oct 31 | FUNDRAISING DEADLINE |
| Nov 18 | It's been an incredible year—let's celebrate! Join us for the 2021 Check Presentation Celebration and find out how much the #pedalfamily raised this year for cancer research. |

Successful fundraisers have one thing in common: they ask as many people as possible for support!

One of the best ways to ask for support is to send a personal 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! You can also download this sample letter from your fundraising profile page. Make sure to add the link to your fundraising page or include instructions for how to donate.



Dear **[Name]**,

I'm happy to share that I have registered for Pedal the Cause and have joined the fight against cancer. I will be **[riding/spinning/virtual riding/volunteering]** the **[course name]** which is **[# of miles]** on September 25 and 26, 2021! I am **[riding/spinning/virtual riding/volunteering]** in honor of **[insert names of those you are honoring, and any other personal details about them]** and for the millions of other families who have been affected by cancer.

I know the COVID-19 crisis has affected us all. The truth is, cancer is not taking a break this year, so neither am I. Cancer research is as important as ever. Please consider helping me in this journey by donating to my **ride/fundraising efforts. 100% of what I raise – literally every penny**– will fund innovative pediatric and adult cancer research in St. Louis at Siteman Cancer Center and Siteman Kids at St. Louis Children's Hospital. My goal this year is **[insert goal]**. Please help me get there, and donate what you can here: **[link to your profile]**.

Thank you for your generous support! Together, we will create a world without cancer.

Sincerely,
[Your Name]

Create a targeted donor list.

We all have a network of potential donors available to us—start by making a list!

Consider including:

- Anyone who donated to your ride in the past (download on your fundraising profile page)
- Your friends and 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 who you believe is in a position to contribute:
 - Your real estate agent
 - Your lawyer
 - Your barber/hair stylist
 - Your trainer or fitness instructor
 - Your doctor, chiropractor, or massage therapist
 - Local businesses you frequent

Remember to follow up!

If you don't hear back after your initial ask, follow up. Sometimes people just need a friendly reminder!



Reach a broad audience by posting a link to your profile page on social media to ask your friends to donate and creating a Facebook Fundraiser.



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 Pedal the Cause is important to you. Post it to your PTC profile page and to your social media feeds with a **link to your PTC profile page**. Tell your community why you need their support.
- **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.
- **Update your Facebook cover photo.** Use these Pedal the Cause templates (**located on the “Tools” page under “Resources” at pedalthecause.org**) to show your social circles that you are serious about creating a world without cancer.
- **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 2021 hashtags on your social media efforts: **#pedalthecause #PTC2021 #committocure #cancercuringbike #pedalfamily #aworldwithoutcancer**

Sample posts:

I'm riding the Big Hitter (that's 50 miles!) in @pedalthecause on 9/26. 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 9/26 I will be riding in my first cycling challenge at @pedalthecause! PTC has donated over \$32 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 9/25 & 26! Support me in my efforts to create #aworldwithoutcancer <insert profile link>

Training starts today for my @pedalthecause ride on 9/26! Cancer you will not win today! #PTC2021 <insert profile link>

Just received my 1st donation for my @pedalthecause ride—thank you! Excited to ride for #aworldwithoutcancer on 9/26! <insert profile link>

Getting your team together to host a fundraiser is a fun, easy way to raise funds fast.

Follow this step-by-step guide to make your fundraiser a success. Know that we can help you turn almost any event into a virtual event using video conferencing technology like Zoom or Facebook Live. Contact development@pedalthecause.org to discuss.

- 1 Choose a concept**
What kind of event are you having? Is it themed around a holiday, birthday, or other event? Start to sort out the big details like venue (in-person or virtual!), date, and theme. Make it fun so it's not a hard sell! Decide what contests or activities to include that will bring in money (silent auction, raffle, etc).
- 2 Ask for help**
Hosting a fundraiser can be a lot of work. Ask a teammate to host it with you, or ask friends and family to help organize the details. Ask if they have anyone in their networks who could potentially donate an event space, prizes, or raffle items.
- 3 Create a budget**
How much will it cost to put on this event? Keep event costs as low as possible to maximize your return, but know that you may need to invest a little in an event space or materials to get your event set up. Remember, PTC can provide you with promo materials, too!
- 4 Create an event flyer**
Now that you have the details set, it's time to promote. Create an event flyer to share with your community. Visit the "Tools" page under "Resources" at pedalthecause.org for a template that you can easily customize.
- 5 Submit your event to PTC**
Visit pedalthecause.org and click on "Event Calendar" under "Resources." At the bottom of the page click on the "Submit a Fundraising Event" button at the bottom of the page. Once approved, your event will appear in the PTC event calendar for all to see!
- 6 Promote, promote, promote!**
Email your event flyer or invitation to your friends, family, colleagues, and networks. Post the flyer at work or on community billboards. You can also spread the word by creating a Facebook Event, where people can RSVP.
- 7 Execute event**
Delegate responsibilities to teammates: Who will collect funds? Who will host/make announcements? Have fun, all in the name of a creating a world without cancer!
- 8 Say thanks and submit your funds**
Thank everyone who came or supported your efforts with a note, and recognize their contribution to creating a world without cancer.

If you have cash from the event, you can make a self-donation online with a credit card for that amount and put the event name as the donation recognition name. You can also mail a check made out to Pedal the Cause— just make sure the rider ID# or team ID# is on the memo line. Or, bring the cash in an envelope with your name and rider ID# on it to the Pedal the Cause office (9288 Dielman Industrial Drive, St. Louis, MO 63132).

In addition to your tried-and-true fundraising events (trivia or poker nights, yard sales, restaurant give back nights) try something unconventional to meet and exceed your fundraising goal.

Try one of these “**outside the box**” fundraising methods. Remember, we can help you turn these ideas into virtual events!

- 1** **Milestones**
 Throw yourself a birthday, graduation, anniversary or milestone party, and tell guests in lieu of gifts you would like donations to your fundraising efforts.
- 2** **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 suggested fee. Have bike maintenance skills? Host a tune-up day. Go Live on Facebook and/or Instagram so friends can share in your talent from home!
- 3** **Host a virtual event**
 Go live on Facebook, Instagram, or YouTube, or ask PTC to host a Zoom meeting for your event. You can host a virtual happy hour, trivia night, or even a poker game. Broadcast a spin ride or any kind of challenge to your friends and family. Email development@pedalthecause.org for more ideas and tools.
- 4** **Host a tournament**
 Host a bags, skee-ball, or yard games tournament with an entry fee to play. Include a raffle for a donated prize you secured from a business you frequent, or a 50/50 raffle.
- 5** **Host an exercise class**
 Many studios like CycleBar already have a give back program where you can easily host a fundraiser class. Or try your local gym and see what they can do.
- 6** **Get the whole family involved**
 Teach your kids about philanthropy and give back with them! They can host a lemonade stand or bake sale to help other kids fighting cancer.

8

Mow lawns/plant flowers

Yard work can be a drag, so try helping friends or neighbors with lawn mowing or flower planting in exchange for donations.

9

Run errands for a neighbor

Consider running errands, doing a grocery store run, or delivering dinner for friends, and ask for donations in exchange.

10

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.

11

Stock donations

Did you know you can donate stocks to Pedal the Cause which can be applied to your fundraising? Email development@pedalthecause.org to set up a stock gift or for more info.

12

Donor advised funds

Donor advised funds are a great way to maximize tax benefits. Email development@pedalthecause.org to set up a gift or for more info.

13

Share PTC impact

Follow PTC on social media and read PTC monthly newsletters for the latest info on Pedal the Cause impact to share with your potential donors.



Many companies are more than happy to support their employees' charitable ventures.

Explain why you are riding in Pedal the Cause to your supervisor, and ask for company support.

Also know that 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.



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 can 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 for that document.

How long does this process take?

Many companies review requests on a quarterly basis, and then it normally takes another six to eight weeks for PTC to receive payment. Ask your HR rep for the payout schedule.

Submit your request early to ensure it is processed before the Oct 31 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 | CA Technologies | Exelon | Jewish Federation | Microsoft | Salesforce Foundation |
| AAA | Cardinal Investment Advisors | First Weber Group | Johnson & Johnson | Monsanto | Schneider Electric |
| Abbott | Certara | First Tennessee | Kimberly Clark | Morgan Stanley | Spire |
| AMGEN | Chevron | FM Global | KPMG | Northwestern Mutual | Takeda |
| American Express | Cigna | Freddie Mac | Leo Burnett Foundation | New Balance | Thomson Reuters |
| AON | Cooper Industries | Gannett | Macy's | Novus | Tower Watson |
| Apple | Dell | GE | Mallinckrodt | NVIDIA | UBS |
| Automatic Data Processing | Duke Energy | GlaxoSmithKline | MasterCard | Pfizer | U.S. Bancorp |
| Bank of America | Elsevier | Goldman Sachs | Medtronic | Phillips 66 | Verizon |
| Battelle | Energizer | Grainger | Minimally Invasive Therapies | Piper Jaffray | Wells Fargo |
| BMO Harris Bank | Equifax | Home Depot | Merck | PNC Financial | |
| Boeing | Erie Insurance | IBM | | Quest Diagnostics | |
| | | Illinois Tool Works | | | |

Reach for an Incentive Level!

Striving to reach an Incentive level will not only motivate you and your teammates to work harder at raising funds but it shows your potential donors that you are “all in.”

Although raising funds for cancer research will already leave you feeling warm and fuzzy inside, we think our top fundraisers deserve a little extra recognition and a few perks.



- Receive a Pedal the Cause branded Yellow Jersey for ride day
- Invitation for two to the Top Fundraiser Celebration in February 2022
- Recognition on PTC website, in Top Fundraiser Celebration Program, and in Annual Report
- Incentive-level icon on your PTC profile page



All of the above benefits plus:

- Complimentary registration for Pedal the Cause 2020 if you commit at registration
- Access to Top Fundraiser Concierge line at packet pickup at Pedal the Cause event
- Exclusive KOM gift** delivered after the close of fundraising. Note: We will send to the address you use at registration, so make sure it's up to date!
- Recognition on digital signage at Pedal the Cause event



All of the above benefits plus:

- Recognition in post-event St. Louis Business Journal thank you ad
- Pedal the Cause Shop Credit of \$100*
- Exclusive incentive-level gift delivered at the close of fundraising.**
- Prominent recognition at Pedal the Cause event



All of the above benefits plus:

- Participation in the 2021 Check Presentation
- Invitation for two to the Podium Dinner with Beneficiary Leadership in 2022
- Exclusive incentive-level gift delivered at the close of fundraising**
- Recognition during the livestreamed Inspirational Program on September 25

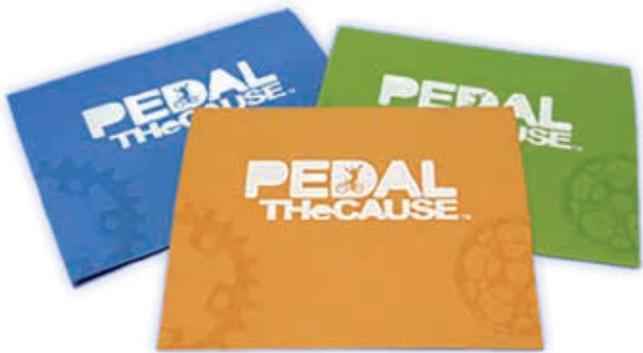
*An electronic shop credit will be issued via email after you commit.

**Incentive Earners will be awarded one incentive-level branded gift based on their fundraising achievement or commitment at the time of the event.

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 2021!

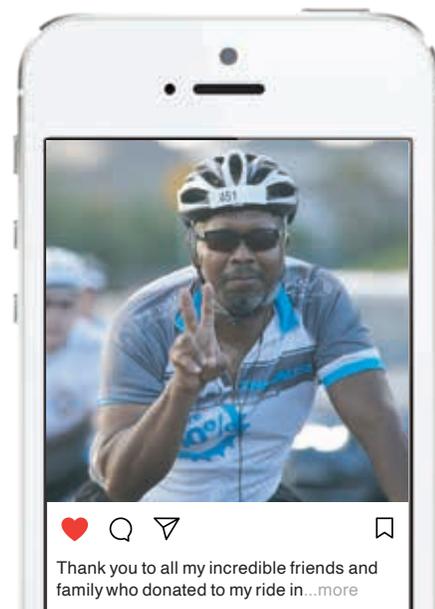
Write an email—or better yet a handwritten note—expressing your gratitude for their generosity.



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.

Purchase online at ptcshop.org



Say thank you via social media too!

Tag your donors so they see your post.

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 #cancerresearch! #PTC2021

Mark your calendars!

- April 1 **REGISTRATION OPENS**
- July 1 **FUNDRAISING COMMITMENT INCREASE**
- Aug 6 **A WORLD WITHOUT CANCER DAY**
- Aug 13 **PAR-TEE FOR PEDAL, HOSTED BY FRIENDS OF PEDAL**
- Aug 29 **PTC SIGNATURE TRAINING RIDE**
- Sept 11 **KID'S CHALLENGE AND RIDE FOR A CHILD CELEBRATION**
- Sept 23/34 **PACKET PICKUP**
- Sept 25/26 **PTC WEEKEND**
- Oct 31 **FUNDRAISING DEADLINE**
- Nov 18 **CHECK PRESENTATION**

KNOW YOUR COMMITMENT

If you registered by July 1, your minimum commitment is \$100 for Inspired or one day of riding/spinning in-person and \$100 for two days.

If you registered July 2 or later, your minimum fundraising commitment is \$250 for Inspired or one day of riding/spinning and \$500 for two days.

You had the option to increase your commitment at registration. Check your Pedal the Cause profile page to see your commitment.

Kids Challenge participants have no minimum commitment but can earn prizes by fundraising.

Need help? Still have questions?

Contact us:
info@pedalthecause.org
314.787.1990