THANK YOU FOR REGISTERING FOR PTC 2019!

Your commitment to curing all cancers for everyone is admirable and we are grateful you are fundraising to help create a world without cancer. 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!

Know that your fundraising IS creating impact. Since 2010, Pedal the Cause has donated over $24.3 million and funded 116 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 what we will highlight in depth in this guide to help you take your fundraising to the next level:

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<td>12</td>
</tr>
</tbody>
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September 28 & 29, 2019
GETTING STARTED

The single most important thing you can do is customize your Pedal the Cause fundraising profile page. 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 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, or a picture of the person you are riding for! Better yet, use 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.

**UPDATE WHY YOU RIDE**

Login in to your profile and under the Profile tab click “Edit Why I Ride” to update 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.

**COMMIT**

Your commitment on your profile reflects your fundraising commitment for your chosen course. **Consider upping your commitment**, which you can do anytime by emailing us at info@pedalthecause.org. 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.**
**FUNDRAISING CALENDAR**

Fundraising for PTC 2019 closes on October 31, 2019... *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. Use this sample fundraising calendar as a guide to keep yourself on track from registration to ride weekend:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 1</td>
<td>Registration for PTC 2019 opens. Update your PTC profile page with a picture, YouTube video and tell the story of why you ride. Consider striving for an incentive level!</td>
</tr>
<tr>
<td>March 15</td>
<td>Now that your profile page is looking good, share a link to it on Facebook, Twitter or Instagram. Make your first ask to your online networks!</td>
</tr>
<tr>
<td>April 1</td>
<td>Send your first fundraising letter or email. Make sure to thank past donors for their support and let them know about PTC impact (visit pedalthecause.org/impact for stats).</td>
</tr>
<tr>
<td>May 1</td>
<td>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.</td>
</tr>
<tr>
<td>May 15</td>
<td>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!</td>
</tr>
<tr>
<td>June 1</td>
<td>Remember to submit your matching gift forms as soon as possible to <a href="mailto:info@pedalthecause.org">info@pedalthecause.org</a>. Remind your donors to also check to see if their company will match their donation.</td>
</tr>
<tr>
<td>July 15</td>
<td>How’s your training going? 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!</td>
</tr>
<tr>
<td>Aug 1</td>
<td>PTC weekend is less than 2 months away! Don’t panic, remember that fundraising continues until October 31. If you have any outstanding check pledges follow up with those donors.</td>
</tr>
<tr>
<td>Sept 1</td>
<td>It’s Pedal month! Make sure you are sharing PTC Featured Fighter videos and other promotional videos to your networks to help you fundraise. They are great tools to help explain PTC impact.</td>
</tr>
<tr>
<td>Sept 28/29</td>
<td>PEDAL THE CAUSE WEEKEND</td>
</tr>
<tr>
<td>Oct 1</td>
<td>One month to go to fundraise. Get creative and plan your final asks, whether that includes another letter or email, or social media sharing. Strive to hit an incentive level...you will be rewarded!</td>
</tr>
<tr>
<td>Oct 31</td>
<td>FUNDRAISING DEADLINE</td>
</tr>
<tr>
<td>Nov 21</td>
<td>It’s been an incredible year - let’s celebrate! Join us for the 2019 Check Presentation Celebration and find out how much the #pedalfamily raised this year for cancer research.</td>
</tr>
</tbody>
</table>
CRAFT YOUR ASK

Successful fundraisers have one things in common: they ask as many people as possible for support! One of the most effective ways to make an ask 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! 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 that I have registered for Pedal the Cause and have joined the fight against cancer. I will be riding/spinning/virtual riding/volunteering the enter course name which is # of miles on September 29, 2019! 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.

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, 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 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:
  - Your real estate agent
  - Your lawyer
  - Your barber/hair stylist
  - Your trainer or fitness instructor
  - Your doctor, chiropractor or masseuse
  - Local businesses you frequent

REMEMBER TO FOLLOW UP!
If you don’t hear back after your initial ask, follow up. You can also download a list of all your past donors on your PTC profile page, so you don’t miss asking anyone who has given in previous years.
GET SOCIAL

One way to reach a broad audience is to post a link to your profile page on social media and ask your friends to make a 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 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.

- **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.

- **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 2019 hashtags on your social media efforts:

- #pedalthecause
- #PTC2019
- #committocure
- #cancercuringbike
- #pedalfamily
- #aworldwithoutcancer

SAMPLE POSTS:

I’m riding the Big Hitter (that’s 50 miles!) in @pedalthecause on 9/29. 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 9/29 I will be riding in my first cycling challenge at @pedalthecause! PTC has donated over $24.3 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 9/29! Support me in my efforts to create #aworldwithoutcancer <insert profile link>

Training starts today for my @pedalthecause ride on 9/29! Cancer you will not win today! #PTC2019<insert profile link>

Just received my 1st donation for my @pedalthecause ride - thank you! Excited to ride for #aworldwithoutcancer on 9/29! <insert profile link>
STEP BY STEP: HOST A FUNDRAISER

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:

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, 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 the event 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 silent auction items to the mix.

3) **CREATE A BUDGET**
   How much will it cost to put on this event? Try to keep event costs as low as possible to maximize your return. Know that you may need to invest a few dollars into an event space or event materials to get your event set up. PTC can provide you with promo materials for your event too!

4) **CREATE AN EVENT FLYER**
   Now that you have the details set, it’s time to get promoting. You’ll want to create an event flyer to share with your community. If you need a flyer template, visit the “Tools” page under “Resources” at pedalthecause.org for a MS Word doc 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 fo 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 friends, family, colleagues and networks your event flyer or invitation. Post the flyer at work or another other 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 to support your fundraising efforts with a nice note, and recognize their contribution to creating a world without cancer. Make sure to let a PTC staff member know of your success! If you have cash from the event, you can make a self-donation online with a credit card for that amount and put your event name as the donation recognition name. You can also mail us a personal 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 a envelope with your name and rider ID# on it to the Pedal the Cause office (900 Spruce St, Suite 125, St. Louis, 63102) Monday - Friday from 9am - 5pm and we will make sure it is applied to your fundraising.
CREATIVE IDEAS

In addition to your tried and true fundraising events (like trivia or poker nights, sports tournaments, yard sales, and restaurant give back nights) 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:** Throw yourself a birthday, graduation, anniversary or milestone party, and tell guests in lieu of gifts 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 suggested 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.

- **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.

- **HOST AN EXERCISE CLASS:** Many studios like CycleBar and Steel Wheels 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.

- **BLOCK PARTY:** Close off your street (with permission, of course) and rally your friends and neighbors to host a block party with a bake sale, car wash or other event with proceeds benefitting your team.

- **MOW LAWNS/PLANT FLOWERS:** Yard work can be a drag, try helping friends or neighbors with lawn mowing or flower planting in exchange for donations.

- **CHAUFFEUR A FRIEND:** Spend a Saturday night shuttling friends out for the night and back, and ask for donations in exchange for a ride.

- **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.

- **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.

- **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.

- **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. Don’t forget to utilize the Impact Report and customizable posters available on the “Tools” page under “Resources” at pedalthecause.org.
CORPORATE SUPPORT

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

*Ask your donors if their companies will match donations too!*
Reach for an Incentive Levels! 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 recognition and a few perks. Here is what each fundraising Incentive level receives:

**YELLOW JERSEY**
**$2,500+**
- Commit to Yellow Jersey by July 1 and receive your Yellow Jersey for ride day
- Invitation for 2 to the Yellow Jersey Celebration Event in Feb. 2020
- Exclusive Yellow Jersey gift given at Yellow Jersey Celebration
- Extra ticket to Taste the Cause at Pedal the Cause event
- Recognition on PTC website, in Yellow Jersey Celebration Program and in Annual Report
- Incentive level icon on your PTC profile page

**KING OF THE MOUNTAINS**
**$5,000+**
All of the above benefits plus:
- Complimentary registration for Pedal the Cause 2019 if you commit at registration
- VIP Parking at Pedal the Cause event weekend
- Designated KOM Concierge line at packet pickup at Pedal the Cause event
- Exclusive King of the Mountains gift given at packet pickup
- Recognition on digital signage at Pedal the Cause event

**ROAD WARRIOR**
**$10,000+**
All of the above benefits plus:
- $100 PTC Shop Credit
- Recognition in post-event St. Louis Business Journal thank you ad
- Start line shoutout on ride day at Pedal the Cause event

**PODIUM**
**$25,000+**
All of the above benefits plus:
- Participation at the 2019 Check Presentation
- Invitation for 2 to the Podium Dinner with Beneficiary Leadership in Jan. 2020
- Exclusive Podium gift given at Podium Dinner
- Recognition during Inspirational Program at Pedal the Cause event
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 2020!). 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

Or, consider creating a custom thank you postcard with a personal photo!

NEW THIS YEAR! In the “Tools” section, under “Resources” at pedalthecause.org you can download a template to create a personalized thank you postcard! Simply download the PDF, which is the design for the back of the 4”x6” postcard, and you provide the photo for the front of the card. Easily download a photo from a past PTC weekend at pedalthecause.org/photos-and-videos. Or, send the card pre-event with a training photo. Order from your local printer, or anywhere that prints standard size postcards.

Don’t forget to say Thank You 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 #cancerresearch! #PTC2019
## Know Your Commitment*

<table>
<thead>
<tr>
<th>Ride</th>
<th>Fundraising Minimum (Register between 3/1 - 7/1)</th>
<th>Fundraising Minimum (Register between 7/2 - 9/29)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PTC Circuit - approx. 10 miles</td>
<td>$375</td>
<td>$500</td>
</tr>
<tr>
<td>PTC Classic - approx. 20 miles</td>
<td>$375</td>
<td>$500</td>
</tr>
<tr>
<td>Two Bridges - approx. 36 miles</td>
<td>$500</td>
<td>$750</td>
</tr>
<tr>
<td>Big Hitter - approx. 47 miles</td>
<td>$500</td>
<td>$750</td>
</tr>
<tr>
<td>Metric Century - approx. 65 miles</td>
<td>$600</td>
<td>$1,000</td>
</tr>
<tr>
<td>Century - approx. 100 miles</td>
<td>$600</td>
<td>$1,000</td>
</tr>
<tr>
<td>Spin</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Hour Spinning</td>
<td>$375</td>
<td>$500</td>
</tr>
<tr>
<td>2 Hours Spinning</td>
<td>$500</td>
<td>$750</td>
</tr>
<tr>
<td>Young Riders</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ages 19 - 29 (all courses)</td>
<td>$375</td>
<td>$375</td>
</tr>
<tr>
<td>Ages 13 - 18 (all courses)</td>
<td>$100</td>
<td>$100</td>
</tr>
</tbody>
</table>

*Your commitment is listed above, unless you committed to to an incentive level or a self-designated amount. Login to your PTC profile page to view your fundraising commitment.

## Important Dates Mark your calendars!

- April 25: PTC Corporate Challenge Breakfast
- May 1: Registration Fee Increase
- June 15: PTC Training Ride
- July 1: Fundraising Commitment Increase
- July 14: Ride for a Child Celebration
- Aug. 2: A World Without Cancer Day
- Aug. 17: PTC Training Ride
- Sept. 28 & 29: PTC Weekend
- Oct. 31: Fundraising Deadline
- Nov. 21: Check Presentation

Need help? Still have questions?

Contact us:
info@pedalthecause.org
314.787.1990

pedalthecause.org