

2024 FUNDRAISING TOOLKIT



THANK YOU FOR REGISTERING FOR PEDAL THE CAUSE 2024!

As a participant in Pedal the Cause, you have an active and important role in the fight against cancer. Thank you for being part of this incredible community of passionate advocates for cancer research. This year we celebrate our 15th year. Know that your fundraising efforts are creating major impact and bringing us closer to a world without cancer!

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! Each and every dollar makes a difference.*

Make sure to add the fundraising deadline of October 31st to your calendar! Here's what you can expect to learn from this guide:

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MISSION & IMPACT



OUR MISSION

is to provide critical funding for cancer research at Siteman Cancer Center and Siteman Kids at St. Louis Children's Hospital through our annual cycling challenge. It is our hope that research funded by Pedal the Cause will ultimately lead to a cure for cancer.

100% of participant-raised donations fund innovative cancer research at:



AT ST. LOUIS Children's HOSPITAL
Washington University Physicians

SINCE 2010:



38,000
RIDERS



450,000+
DONATIONS



8,700
VOLUNTEERS

\$45,811,439 Donated to fund

223 CANCER RESEARCH PROJECTS } **171** ADULT
52 PEDIATRIC

3 NEWLY RECRUITED PEDAL THE CAUSE CANCER RESEARCHERS

\$5,003,916
RAISED IN 2023

13:1
ROI

FOR EVERY \$1 PEDAL THE CAUSE DONATES TO CANCER RESEARCH, AN ADDITIONAL \$13 ON AVERAGE IS OBTAINED IN FEDERAL FUNDING

Record year!

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.

Log in to your rider profile at pedalthecause.org (located at the top right-hand corner of the webpage) and personalize your profile in three easy steps:

1 CLAIM YOUR HISTORY

If you are a past participant, and didn't claim your Pedal the Cause history in our new system before you registered, please do so now! Once you claim your history, all of your previous fundraising will show on your 2024 profile page.

2 UPDATE YOUR PHOTO

Simply view your fundraising page **while logged in**, click "Edit Fundraiser" and select "Choose your own image" and upload.

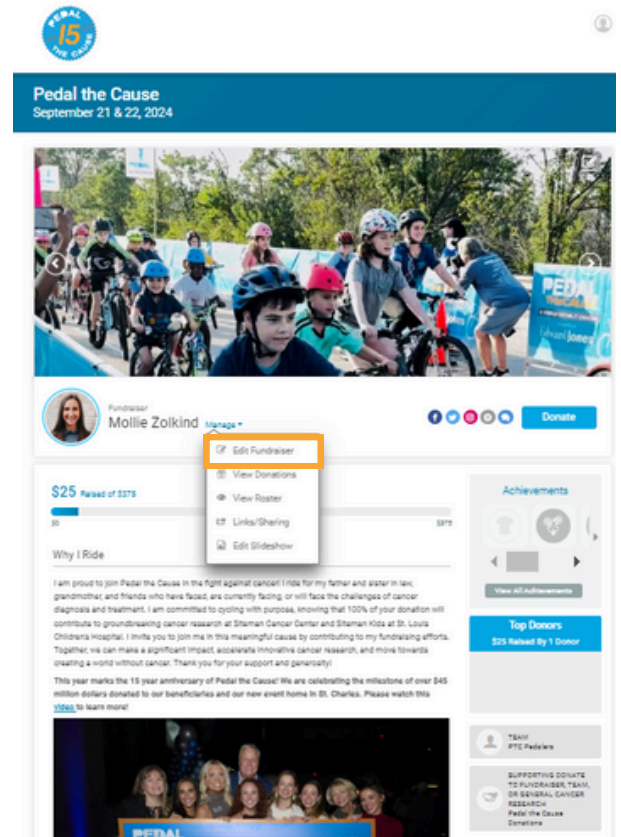
3 UPDATE YOUR PERSONAL MESSAGE/STORY, TAGLINE & URL

Again, view your fundraising page **while logged in** and click "Edit Fundraiser" to edit your tagline, custom URL and your personal message/story.

4 COMMIT

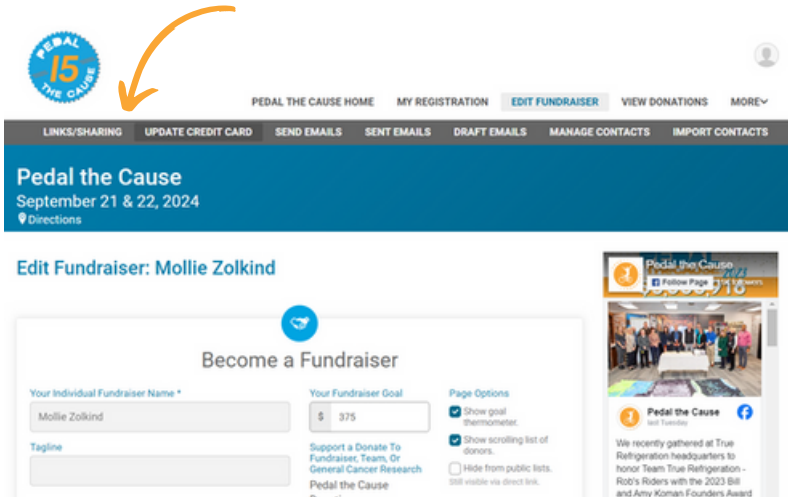
Your commitment on your profile reflects your fundraising commitment. **Consider upping your commitment**, which you can do at any time by logging into your Pedal the Cause profile and clicking "Edit your Commitment."

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 11 of this Toolkit.**



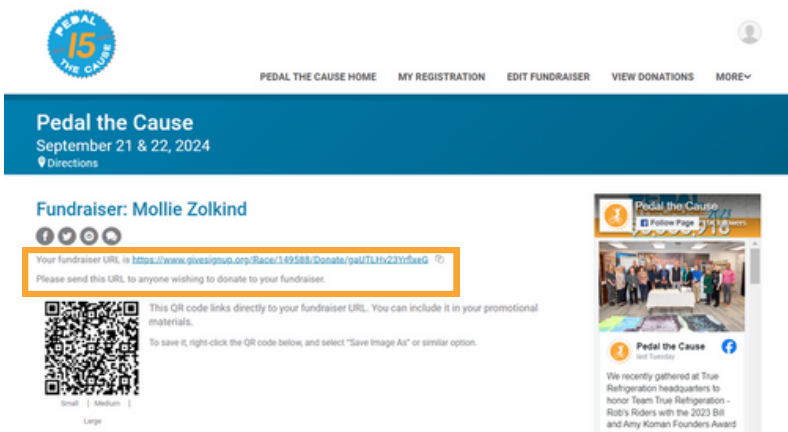
TUTORIALS & RESOURCES

Our Rider Resources page offers quick PDF and video tutorials to help you make the most of our new platform. View step-by-step visual guides for the steps above plus more at pedalthecause.org/rider-resources.



STEP 1

On the “My Fundraisers” page, you can click on the “Fundraiser URL,” open up the “Manage Fundraiser” options and click on “Links/Sharing” in order to find your fundraiser sharing options.



STEP 2

Here you will find your Fundraiser URL, which you can copy and share with people who are interested in donating to your fundraiser.



STEP 3

Each fundraiser has a unique QR code that links directly to your Fundraising page. You can include it in your promotional materials. To save it, right-click the QR code, and select “Save Image As.”

Now that you've decided to raise funds for Pedal the Cause, it's time to shout it from the rooftops! **The most successful fundraisers make very personal appeals to as many people as possible**, via letters, emails, texts and social media. Below we have outlined 4 easy steps to help you raise as much critical funding for cancer research as possible. Follow this road map to success!

1 Craft your timeline

Before you begin your fundraising, we recommend crafting a timeline. Below is a suggested fundraising timeline which provides monthly recommendations through the PTC season to help you be a successful fundraiser.

March-May

- **Register** for Pedal the Cause
- **Update your personal profile page** with a photo and video and share **why you ride**.
- **Share your PTC profile page** or your Facebook Fundraiser with your network on social media.
- Send your first fundraising letter or email. Don't know where to start? Check out the **sample letter on page 8**. Let them know 100% of their donation supports cancer research.

September

- **It's Pedal month!** Inspire your potential donors by sharing a PTC video and impact content. Make sure to check PTC social media channels for top notch sharable content.
- **Share updated from PTC weekend** on your social, and remind others why your ride and that you are still fundraising! Always link to your personal profile page when sharing.

June-July

- Start planning a **fundraising event** for the summer, either on your own or with teammates. Think outside the box!
- Participate in a **PTC Training Ride** and share photos on social media and with your potential donors as a follow-up.

October-November

- **Fundraising ends October 31!** Get creative, plan your final asks and be sure to share photos and videos from your Pedal weekend experience!
- **Time to celebrate!** It's been an incredible year. Join us for the 2024 **Check Presentation Celebration** at 4Hands at The District on **November 20** for the big reveal.
- Make sure to **thank your donors** with a card, email or text!

August

- As the event gets closer you want your donors to feel your excitement! **Share** with them PTC impact stats, training and fundraising updates, new [PTC Featured Fighter videos](#), all of which you can find in our monthly newsletters, social media and on our website.
- Don't forget about [A World Without Cancer Day](#) on August 2, a great day to encourage your network to support PTC.



2 Develop your contact list

Brainstorm a list of people who may want to donate to your PTC fundraising efforts and start gathering email addresses. Not sure who to ask for support? We all have a network of potential donors available to us. Consider including:

- Anyone who donated to your ride in the past (you can download this list from your backend profile *)
- Friends and family
- Current and former colleagues
- Neighbors
- Contacts through your church or religious institution
- Classmates or former classmates and teachers
- Contacts you've made in the cancer treatment community
- Social media contacts
- Workout community
- Anyone who considers you their client who you believe is in a position to contribute:
 - Your real estate agent
 - Your lawyer
 - Your barber/hairstylist
 - Your trainer or fitness instructor
 - Your doctor, chiropractor or massage therapist
 - Local businesses you frequent

View your past donors/donations by logging into your PTC profile. Under the fundraising section (look for the purple bar that says "Fundraising," find your past year participation then select 'view donations.' Here, you can download a list of your donors from any past PTC event you have participated in. [CLICK HERE](#) for a step-by-step guide.

You will see your past participation and donors only if you have claimed your history. Learn how to claim your history [HERE](#).

Don't be afraid to ask people who live outside of your community for donations. Each year, Pedal the Cause receives donations from **around the world**. Remember, everyone has been impacted by cancer in some way.



Have a ton of LinkedIn connections? You can easily export a list of the email addresses of your connections to add to your contact list!

- Login to LinkedIn and click "My Network" at the top of the page.
- At left, click "My Connections"
- At right, click "Manage synced and imported contacts"
- At right, click "Export contacts"
- Under "Want something in particular" check off "Connections"
- Lastly, click "Request Archive" and a link to download your list of connections will be emailed to the primary email address associated with your LinkedIn account.
- Now, you can send a personal email to all your connections!

3 Craft your message

Now that you have your timeline and list of contacts, it's time to communicate your story and messaging. As you write your narrative, ask yourself the following questions:

- What does Pedal the Cause mean to you?
- Why did I make the commitment to fundraise for Pedal the Cause?
- What are my goals? Riding? Fundraising?
- How has cancer affected my life and why is fundraising for cancer research important?

After you have some copy written on your personal connection to PTC, you're ready to draft your letter. An effective solicitation letter should answer the following questions:

- What is Pedal the Cause? Remember, your donors may not be familiar with Pedal the Cause! Make sure they know that 100% of their donation will fund cancer research. Use the stats on page three of this guide or visit our [Impact](#) webpage for more info.
- Where does the money go? Make sure to mention Siteman Cancer Center is a [Top 10 Cancer Center](#), as ranked by U.S. News and World Report.
- Why are you participating and what are your goals?
- How can a donor contribute?

Here is a **SAMPLE LETTER** to get you started! Make sure to personalize this to tell your story. When crafting your own letter, be sure to add the link to your fundraising page or include instructions for how to donate.

Dear [\[Name\]](#),

I'm excited to share that I have registered for **Pedal the Cause** and will be creating real impact in the fight against cancer. I will be [\[riding/spinning/virtual riding/volunteering\]](#) the [\[course name\]](#) which is [\[# of miles\]](#) on September 21 & 22, 2024! It is the 15th year of Pedal the Cause and we are ready to create a BIG impact. 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.

Cancer research is as important as ever. Please consider helping me in this journey by donating to my fundraising efforts. **100% of what you give – literally every penny – will fund innovative adult and pediatric cancer research** at Siteman Cancer Center (a Top 10 nationally ranked cancer care 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: [\[profile link\]](#).

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

Sincerely, [\[Your Name\]](#)

4 Make the ask

You're as ready as you'll ever be - time to make your ask. There are many different ways to solicit your donors, so keep in mind that you can adjust your method of communication and messaging based on the different networks you are reaching out to. There is email, handwritten letters, phone calls, social media posts, text messages, do it yourself fundraising events and more.

Successful PTC fundraisers send their messages multiple times to a wide audience of potential donors. People are busy and sometimes need a nudge. Consider sending your message to those who have not donated when you register, when you start training, before and during PTC weekend, and in October before the fundraising deadline on the 31st.

Remember to follow up!
If you don't hear back after your initial ask, it's okay to follow up!
We all need a friendly reminder sometimes.



Social media is a great way to reach a broader audience and ask for donations, share your story, provide training updates and show your friends the palpable excitement of event weekend!

Social Media Best Practices

Make it Personal: Create a short video telling your story and why Pedal the Cause is important to you. Post it to your social media feeds with a link to your PTC fundraiser page. Or share one of Pedal's Featured Fighter videos from our YouTube channel [here](#). Tell your community why you need their support.

Always Include a Photo/visual: Posts with visual get more engagement and catch the eye.

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 circle for donations!

Link to Your Profile: Always link up your posts to your personal fundraising profile page.

Tag Us! Make sure to tag @pedalthecause on Facebook, X, Instagram and LinkedIn so we know you have posted about us, and can share and comment.

Join the Conversation: Hashtags are a great way to make your posts searchable and link you to the wider Pedal community. Here are some to include: #PedalTheCause #PTC2024 #CancerCuringBike #PedalFamily #AWorldWithoutCancer



Facebook Fundraisers

Why do a Facebook Fundraiser?

It's easy and effective - and 100% still goes to cancer research! The average Facebook Fundraiser started by a PTC participant last year raised \$435.

Things to consider

Because of how Facebook fundraisers connects to your profile page, the donor's name won't appear on your donor scroll, it will just say "Facebook fundraiser." You also won't see the donor's name in your donor report and Facebook donors will not get a "thank you" letter or email from Pedal the Cause, because we are not provided with donor information for Facebook transactions. **Make sure you thank your donors personally!**

How do I set up a fundraiser linked to my Pedal fundraiser?

When logged in, view your profile page then scroll down to the bottom of the page and click the "Start Your Facebook Fundraiser."

[CLICK HERE](#) for the easy, step-by-step instructions!

Creative Ideas

Getting your team together to host a fundraiser is a fun, easy and efficient way to raise funds. Follow this step-by-step guide to make your fundraiser a success! In addition to your tried-and-true fundraising events (trivia or poker nights, yard sales, restaurant give back nights) try something unconventional or virtual to meet and exceed your fundraising goal!

- 1 Celebrate a milestone**
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**
Consider live streaming your fundraiser: broadcast a spin ride or any kind of challenge to your friends and family. Or, host an online silent auction or bake sale!
- 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.
- 7 Mow, landscape, plant flowers**
Yard work can be a drag, so try helping friends or neighbors with lawn mowing or flower planting in exchange for donations.
- 8 Run errands for a neighbor**
Consider running errands, doing a grocery store run, or delivering dinner for friends, and ask for donations in exchange.

Need help brainstorming? Ask your Team Captains and your teammates their tips and tricks, or email us at development@pedalthecause.org with questions.

Corporate Support & Matching Gifts

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



Explain why you participate in Pedal the Cause to your supervisor, and ask for company support. 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 and our tax ID number: 27-2233336. If your company requires proof of 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!**

Visit our [website](#) to see if your company will **double your donation** or ask your Human Resources Department. Send completed matching gift forms to development@pedalthecause.org and we will do the rest!



See if your employer will match your donation!

Let's Check

All information provided by
Double the Donation



Ask your donors if their companies will match donations too!

Sending Check by Mail

Checks accepted to support your favorite team or rider!

Please make the check payable to **Pedal the Cause**, write the fundraiser's name you are supporting (if applicable) in the memo line and mail the check to:

CIBC c/o Pedal the Cause
8410 Solutions Center Chicago, IL
60677-8004

Note: our sponsor, CIBC, has their check processing center in Chicago. Know that all donations stay here in St. Louis and 100% of participant-raised funds directly support cancer research at Siteman Cancer Center and Siteman Kids at St. Louis Children's Hospital!

Stocks

When donors give appreciated securities, both the gift amount and charitable deduction are fair market value of the stock and there is no capital gain tax. You can even apply these funds towards your ride or team fundraising! To set up a stock or donor advised gift, email development@pedalthecause.org.

Donor Advised Funds

When your donors are processing a DAF through a charitable giving account, they should search Pedal the Cause tax ID- 27-2233336 and include your rider name or ID in the designation or note field. For more information on DAF giving please email development@pedalthecause.org.



DOs

- Start fundraising as soon as your register
- Ask your community more than once
- Start a Facebook Fundraiser
- Inform your donors of PTC impact
- Thank your donors and share PTC impact and updates
- Keep fundraising until October 31st

DON'Ts

- Don't use third party platforms, like Go Fund Me
- Don't mail cash
- Don't wait until event weekend to start fundraising
- Don't give your donors only one chance to donate

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. Send a text, write an email—or better yet, a handwritten note—expressing your gratitude for their generosity. We've put together a few tools to help you say thanks.

Download your donor list to send thank you emails

Log into your PTC backend profile, scroll down and under the purple bar that says "Fundraising" select "View Donations" on the right hand side. On this page, you can view and export your donor's contact information. To export, your donor data, click "Download as Excel File" or "Download as CSV" to download and save.

On Facebook

Facebook does not provide us with donor's email addresses for donations made to Facebook Fundraisers, so thank them directly on Facebook! Tag them and this will encourage others to donate to you as well.

Sample post: Thank you to all my incredible friends and family who donated to my @pedalthecause fundraising efforts. I raised \$xxx, 100% of which will fund world-class #cancerresearch! #PTC2024

Send a card

Say thank you the old fashioned way with a handwritten note! Follow the steps above to download your donor list to obtain addresses.

Purchase PTC cards online at the ptcshop.org



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 is a great reward and 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 2 to the Top Fundraiser Celebration in February 2025
- Recognition on PTC website, at Top Fundraiser Celebration, and in Annual Report
- Incentive level icon on your PTC profile page
- 2 guest tickets to Taste the Cause and Inspirational Program on Saturday, September 21 (all registered PTC participants receive free entry). Guest tickets will be available to claim online.
- Access to VIP Taste the Cause express line**
- VIP parking during Pedal the Cause weekend**
- VIP registration packet pick-up line**



Above benefits, plus:

- Exclusive Breakaway gift* received at Top Fundraiser Celebration in February 2025
- Recognition on digital signage at Pedal the Cause event**
- 3 guest tickets to Taste the Cause and Inspirational Program on Saturday, September 21 (all registered PTC participants receive free entry). Guest tickets will be available to claim online.



Above benefits, plus:

- Pedal the Cause Shop Credit of \$100
- Exclusive Road Warrior gift* received at Top Fundraiser Celebration in February 2025
- Recognition in post-event St. Louis Business Journal thank you ad
- Prominent recognition at Pedal the Cause event**
- Start line shoutout on ride day**
- 4 guest tickets to Taste the Cause and Inspirational Program on Saturday, September 21 (all registered PTC participants receive free entry). Guest tickets will be available to claim online.
- VIP Bike Corral**



Above benefits, plus:

- Exclusive Podium gift* received at Top Fundraiser Celebration in February 2025
- Invitation for 2 to the Podium Dinner with Beneficiary Leadership in Spring 2025
- Course start interview on ride day**
- Recognition during Inspirational Program on Saturday, September 21**
- Reserved premium parking during ride weekend**
- 6 guest tickets to Taste the Cause and Inspirational Program on Saturday, September 21 (all registered PTC participants receive free entry). Guest tickets will be available to claim online.

*Incentive Earners will be awarded one incentive level branded gift based on their fundraising achievement at the close of fundraising.

** Commit to or raise specified incentive level by September 15 to qualify.

2024 REGISTRATION & FUNDRAISING RATES



SEPT. 21 & 22, 2024

REGISTRATION TYPE	REGISTRATION FEE 3/1 - 6/30	REGISTRATION FEE 7/1 - 8/31	REGISTRATION FEE 9/1 - 9/22	FUNDRAISING COMMITMENT
ALL COURSES <40 MILES	\$125	\$150	\$175	\$375
ALL COURSES >40 MILES	\$125	\$150	\$175	\$500
SPIN - 1 HOUR	\$125	\$150	\$175	\$375
SPIN - 2 HOURS	\$125	\$150	\$175	\$500
INSPIRED	\$65	\$65	\$65	\$200
KIDS CHALLENGE	\$35*	\$35*	\$35*	N/A
VOLUNTEER	\$0	\$0	\$0	\$0

*RECEIVE A \$5 DISCOUNT PER CHILD WHEN REGISTERING MULTIPLE KIDS CHALLENGERS

COURSE OPTIONS

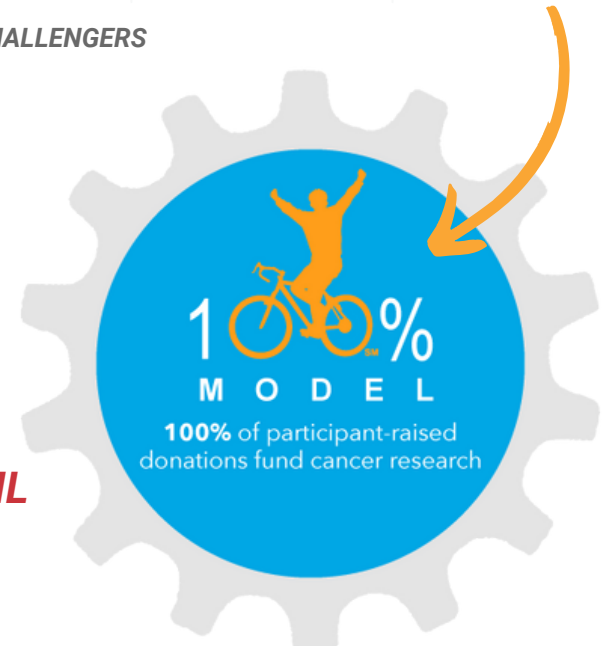
RIDES ARE ROAD COURSES EXCEPT WHERE NOTED

<40 MILES

- PTC Circuit (10 mi.)
- Two County Cruiser (15 mi.) **TRAIL**
- PTC Classic (21 mi.)
- Ted Jones Katy Classic (30 mi.) **TRAIL**
- Pedal Pacer (30 mi.)

>40 MILES

- Big Hitter (52 mi.)
- Metric Century (62 mi.)
- River Bluff Century (100 mi.)



Every penny of every dollar our participants raise supports innovative cancer research at Siteman Cancer Center and Siteman Kids at St. Louis Children's Hospital.

In addition to Pedal the Cause event weekend on **September 21-22**, join us for training rides, A World Without Cancer Day and other ways to engage and celebrate with the Pedal Family throughout the year.



- Aug. 2:** A World Without Cancer Day
- Aug. 25:** PTC Training Ride
- Sept. 21:** **Pedal the Cause: Kids Challenge, Taste the Cause & Inspirational Program**
- Sept. 22:** **Pedal the Cause: Ride Day**
- Oct. 31:** Fundraising Closes
- Nov 20:** 15 Year Impact Reveal at 4 Hands at The Hub STL

REMEMBER,
FUNDRAISING
CONTINUES
UNTIL OCT. 31ST!



For more event info visit pedalthecause.org/events-calendar