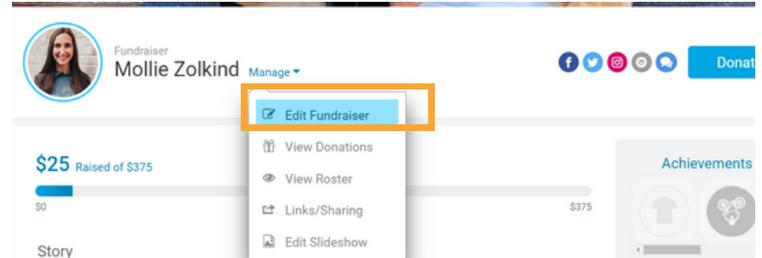


How to Create a Custom URL, Personal Message Heading, and Personal Message

STEP 1 From your fundraising page, click "Manage", select "Edit Fundraiser." From this page, you can create a custom url, tagline and personal message headline.

STEP 2 On this page, you can create your own custom "tagline" or slogan which appears under your name on your fundraising profile page.



Edit Fundraiser: Mollie Zolkind

Become a Fundraiser

Your Individual Fundraiser Name *
Mollie Zolkind

Your Fundraiser Goal
\$ 375

Page Options
 Show goal thermometer.
 Show scrolling list of donors.
 Hide from public lists. Still visible via direct link.

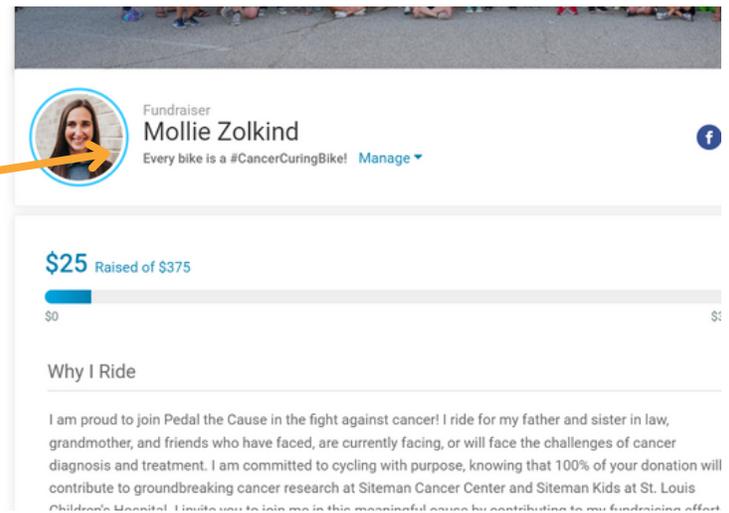
Support a Donate To Fundraiser, Team, Or General Cancer Research
Pedal the Cause
Donations

Create Your Custom Fundraiser URL
https://www.givesignup.org/

Personal Message Heading
Story

Choose your image
You can upload .png, .jpeg, .jpg, or .gif files.

Remove current image.



STEP 3 You can create a custom "Fundraiser URL," which allows for you to create an custom link for easier sharing of your fundraising page amongst friends and family. Simply enter in text that is unique to your fundraising profile. Spaces are not permitted in a URL. The URL must contain only alphanumeric characters, underscores (_) or dashes (-).

Edit Fundraiser: Mollie Zolkind

Become a Fundraiser

Your Individual Fundraiser Name *
Mollie Zolkind

Your Fundraiser Goal
\$ 375

Page Options
 Show goal thermometer.
 Show scrolling list of donors.
 Hide from public lists. Still visible via direct link.

Support a Donate To Fundraiser, Team, Or General Cancer Research
Pedal the Cause
Donations

Create Your Custom Fundraiser URL
https://www.givesignup.org/

Personal Message Heading
Story

Choose your image
You can upload .png, .jpeg, .jpg, or .gif files.

Remove current image.

How to Create a Custom URL, Personal Message Heading and Personal Message (cont.)

STEP 4

You can customize your personal story by editing your “Personal Message to Display on Your Fundraiser Page.” Adding a personal touch to your fundraising page makes a big difference! More engagement on your profile page leads to more frequent and higher donation totals. You’ll have the most success if you update your story and your photo.

Create Your Custom Fundraiser URL

If you enter a URL here, this link can be used to send people directly to your fundraiser page.

Personal Message Heading

Choose your image
You can upload .png, .jpeg, .jpg, or .gif files.



Remove current image.

Personal Message to Display on Your Fundraiser Page

File Edit View Insert Format Tools

Paragraph ⌵ **A** ⌵ **B** *I* U ☰ ☰ ☰ ↶ ↷ ↻ ⌵

I am proud to join Pedal the Cause in the fight against cancer! I ride for my father and sister in law, grandmother, and friends who have faced, are currently facing, or will face the challenges of cancer diagnosis and treatment. I am committed to cycling with purpose, knowing that 100% of your donation will contribute to groundbreaking cancer research at **Siteman** Cancer Center and **Siteman** Kids at St. Louis Children's Hospital. I invite you to join me in this meaningful cause by contributing to my fundraising efforts. Together, we can make a significant impact, accelerate innovative cancer research, and move towards creating a world without cancer. Thank you for your support and generosity!

This year marks the 16th year of Pedal the Cause! We are celebrating the milestone of over \$51 million dollars donated to our beneficiaries. Please watch this [video](#) to learn more about this year's ride!

ADD PICTURES AND LINKS IN YOUR MESSAGE TO PERSONALIZE EVEN MORE!

TEXT FORMATTING SUCH AS COLOR, HIGHLIGHTING AND BOLD IS ALSO AVAILABLE FOR ADDITIONAL PERSONALIZATION.