

TOP FUNDRAISER *Playbook*



Pedal the Cause Top Fundraisers are the driving force behind our impact! Thank you for your leadership, passion, and outreach help fund groundbreaking cancer research at Siteman Cancer Center and Siteman Kids at St. Louis Children's Hospital. Your leadership is creating major impact!

Follow these **10 STEPS** to surpass your fundraising goals and raise \$2,500+ this year:

1 LEAD WITH YOUR "WHY"

People give to people. Share your personal connection to cancer and why Pedal the Cause matters to you. Keep your message short, authentic, and heartfelt.

Helpful Tips:



- Include 1-3 meaningful photos when posting or emailing
- Personal stories inspire generosity

2 MAKE A PERSONAL ASK

Top Fundraisers don't just post links. Make a list of **20-30 people** you will personally reach out to. Send personal texts or emails, *not mass messages.*

Helpful Tips:



- Be specific:
"Would you consider a \$50 donation?"
- Direct asks raise the majority of funds

Remind Your Donors of All the Ways to Give!



Make it easy for supporters to say yes by highlighting the many ways they can contribute: **credit or debit card, Apple Pay, check or wire transfer, matching gifts, stock, or donor-advised funds (DAFs).**



Learn more about ways to give at pedalthecause.org/donate

3 SET MILESTONES, NOT JUST ONE BIG GOAL

Break your goal into smaller steps.

ex: \$500 → \$1,000 → \$2,500

Remember:



- Celebrate each milestone publicly
- Thank your donors as you go

➤➤➤ **Momentum = More Donations!**

4 HOST ONE SIMPLE FUNDRAISER

One small gathering can make a big difference.

Think of a list of local restaurants or businesses that could host your event. *Keep it easy & social.*

Fundraiser Ideas:



- Wine night, trivia night, or backyard gathering
- Fitness class donation
- Restaurant giveback night
- Online raffle or auction

➤➤➤ **Most raise \$500-\$1,000+ in one event!**

5 USE MATCHING GIFTS

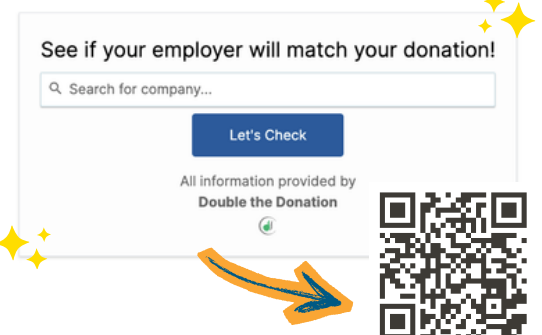
Double the impact.

- Use our online tool to check if your employer offers a company match for your donations at pedalthecause.org/matching-gifts or ask your Human Resources Department.

**Ask your donors if their companies will match donations too!*

- Ask one major donor to do a challenge match (ex: "All gifts matched today up to \$500")

➤➤➤ **Matching days create urgency and boost giving fast!**



6 ASK AGAIN (YES, REALLY)

Most people need reminders before they give. Frame your reminders as an update vs. a follow up. Use updates on your fundraising goal, training updates and PTC updates.

Suggested Timeline:

- When you register
- When you start training
- Match Days
- Before, during & after Pedal Weekend
- Major life events (birthday, anniversary, etc.)
- Before the Oct. 31 Fundraising Deadline

➤➤➤ **Multiple Touches = More Gifts!**

7 SHOW PROGRESS & GRATITUDE

Social proof works. People are inspired by the momentum and progress you are making towards reaching your fundraising goals.

Accomplishments to share:

- Share fundraising updates
- Thank donors publicly (*when appropriate*)
- Highlight gifts made in honor or memory

8 RECONNECT WITH PAST DONORS

Reach out to people who supported you last year. Let them know how much their gift meant and ask if they would consider increasing their support by **5–10%** this year.

➤➤➤ **Tie the request back to your personal fundraising goal and why it matters.**

9 SHARE THE IMPACT

Donors give more when they know why it matters. Update your supporters on exactly where their dollars go and how they are accelerating cancer research forward.

Impact facts to share:

- Pedal-funded research projects & impact updates from newsletters
- Total raised since 2010
- Recent breakthroughs in cancer research shared by Pedal

*Sharable
impact graphics!*



Visit socialpresskit.com/pedal-the-cause for shareable graphics to share with your network!

10 CLOSE STRONG

After Oct. 31, follow up with your supporters. This turns one-time donors into lifelong supporters. You don't need to share everything—*just start with personal.*

Follow-up suggestions:

- Send a thank-you message
- Share photos or results
- Your final fundraising total
- The impact their generosity helped create