

HOW TO GET INVOLVED | VIRTUAL VELOSANO

# Your Guide to Virtual VeloSano

VELOSANO  
100% for the cure

# What is Virtual VeloSano?



100% for the cure

VeloSano remains a year-round fundraising initiative to support lifesaving cancer research at Cleveland Clinic. Due to the COVID-19 pandemic, VeloSano's flagship fundraising event, "**Bike to cure**" weekend, evolved into **Virtual VeloSano for 2020**. While we won't be able to gather in person this summer on July 17-19, we are providing unique and meaningful ways on for everyone to get involved; and although the obligation to meet fundraising minimums has been removed, we are encouraging everyone to raise as much as they can to support our mission.

**The need for lifesaving cancer research remains and is in fact, more important than ever.**

Whether you're biking, walking, cheering, gardening ~ whatever activity you choose ~ we will be united through our shared passion to end cancer. Together, we are 100% for the cure!

# How Does Virtual VeloSano Work?

## Opportunities for Everyone

Register as a “Rider”, Virtual Fundraiser (e.g., choose your own activity / set your own goal) or as a Virtual Volunteer. Whether you are a returning participant or new to VeloSano, be part of the movement – all with no registration fees or fundraising commitments.



## Download the Strava App & Join the VeloSano Strava Club

Why? When you use Strava, you can track ANY activity you choose to complete as part of your Virtual VeloSano experience: biking, running, walking, hiking, swimming, canoeing, etc. Simply open the app, hit “record”, choose the activity you want to track, click “start” and keep your smartphone with you for the duration. To conclude tracking, keep your smartphone or other tracking device with you for the duration, click “finish”. Then you can share your progress directly from the app to let your networks know what you’re doing to support cancer research and ask for donations. Be sure to join our club on Strava and be even more connected with the VeloSano community. To learn more about the VeloSano Strava Club, visit [strava.com/clubs/velosano](https://strava.com/clubs/velosano), and click the icons to the right to download directly to your device.

## Register and Choose Your Activity

If you are a returning Rider or have always wanted to ride in “Bike to cure” weekend – register as an individual participant, join a team or start a new team, then select your “Ride” distance – or, become a Virtual Fundraiser to do any activity you choose to be part of the VeloSano community! **Bike, Run, Swim. Walk, Hike, Spin. Ways to participate are endless!**



## Helpful Tip:

Using Peloton, Zwift or another digital training platform? They connect with Strava so you can track your progress!

Download Strava below:



# How Does Virtual VeloSano Work?

## Set Your Activity Goal

Once you've identified your activity (or activities!), set a goal to complete that activity. Some examples include:

- Set & complete your Virtual VeloSano “activity” between now and July 18
- Set & complete your Virtual VeloSano “activity” on July 18
- Set & complete your Virtual VeloSano “activity” between now and October 1 (*i.e., the VeloSano 7 (2020) fundraising deadline*)



## Participate in “Virtual VeloSano” Weekend

The party continues! The weekend of July 17-18 will include many of the activities that riders, volunteers, donors and spectators have grown to love, and now our virtual experience will allow us to engage even more supporters from across the country and around the globe! Unique virtual elements will make it easy to participate from wherever you are, including but not limited to:

- Virtual Kickoff Party streaming live the evening of Friday, July 17. Save the date and tune in!
- Virtual VeloSano “Day” on Saturday, July 18
- Virtual “starting line” to kick things off on Saturday, July 18
- Participate in your activity of choice wearing your VeloSano 7 jersey or T-shirt
- Share on social media using #VirtualVeloSano and be featured throughout the day (and beyond!)
- Virtual “Group Photos” for Big Wheeler, Living Hope and frontline caregivers
- Share your “Why I VeloSano” message on the Digital Wall on [velosano.org](https://velosano.org)

We'll continue to share more details about Virtual VeloSano weekend as the date approaches.



### Note:

Always keep in mind the most recent safety guidelines regarding the COVID-19 pandemic when planning your activity/activities.

# How Does Virtual VeloSano Work?



## Register to be a Virtual Volunteer

- Whether you're a Volunteer Vet or new to our crew, register as a Virtual Volunteer and be part of our community. Volunteers can register "with a group" to show their team support and appear on the official Team Roster or "as an individual".
- Choose a "Rider", Virtual Fundraiser or Team to support. Send them some Virtual Cowbell by way of inspirational messages (email, text, social media, on their [velosano.org](https://velosano.org) fundraising page), a phone call or an extra shout-out on social media. Don't be shy to give out some virtual hugs.
- Donate! Funds for cancer research are needed now more than ever. You can donate to a participant, to a team, or make a general donation to VeloSano. Consider donating \$10 for every hour you would have volunteered.
- Make a motivational sign, bake some VeloSano treats or ride your bike and share those experiences on social media using the hashtag #VirtualVeloSano. Those inspirational stories and gestures keep us going!
- Fundraise for lifesaving cancer research. If you've been thinking about registering as a Virtual Fundraiser, now is the perfect opportunity. For this year (2020), there is no obligation to meet a fundraising minimum. We encourage all Fundraisers/ Riders to remain 100% for the cure and raise as much you can. Note that Virtual Fundraisers register in a different digital platform from our Virtual Volunteers and therefore you will be prompted to complete a separate registration.

# Why Get Involved?

## 100% for the cure

That's right. 100% of every dollar raised by those involved supports lifesaving cancer research at Cleveland Clinic. Join the VeloSano cancer-fighting army, and show your support for the VeloSano Living Hope cancer community.



## SWAG!

Everyone who officially registers for Virtual VeloSano will get some really cool swag.

- As a “Rider” register no later than Wednesday, June 3 in order to receive the following before July 18: your VeloSano 7 (2020) cycling jersey, bike plate, and a “Together We Are VeloSano” T-shirt (and some other goodies, too!). Swag will be mailed to you.
- As a Virtual Fundraiser register no later than Wednesday, June 3 in order to receive the following before July 18: “Together We Are VeloSano” T-shirt (and some other goodies, too!). Swag will be mailed to you.
- Volunteers registered by Monday, June 8 will receive some special swag, arriving by mail in time for Virtual VeloSano weekend.
- All registered participants will also receive a Digital Swag Bag! (details TBD)
- Earn even more swag and rewards as you achieve fundraising milestones. (details below)



# Why Get Involved?



## Fundraising Recognition

The more you raise, the more we praise! Fundraising recognition begins at \$100. Visit our [Fundraising Recognition Blog](#) for complete details.

Plus, feel good knowing that 100% of what you raise directly supports lifesaving cancer research.



## Think Big!

Does your company / organization have multiple locations across the country and/or around the world? Or do you have family and friends near and far who have been impacted by cancer? Virtual VeloSano is the perfect opportunity to grow your team (or form a new team), and get as many people as possible registered to help us make the greatest impact against cancer. Make a difference while having fun, building camaraderie, and providing inspiration to others!



# What Activity Should I Choose?

## Get Creative!

This is your opportunity to achieve a goal you've always aspired to, or use an activity other than biking to show your involvement in VeloSano. Such as...

- Have you always wanted to do the 100-Mile Challenge but aren't sure about riding 100 miles all at once? Consider breaking it up into segments: e.g., ride 25 miles each week the months of June/ July; or ride 10 miles every week with your family for 10 weeks.
- Like to run and bike? Combine your running and biking mileage goal and register for that total distance.
- Plan a hiking challenge for the summer and set this as your Virtual VeloSano goal when you register.
- Are you a Peloton, Zwift or Spin Class participant? Set a goal for the number of classes or rides you'll complete and sign up to be a Rider or Virtual Fundraiser.
- Did your 5K / Marathon season get canceled? Register for Virtual VeloSano, add a fundraising goal to support cancer research and run your Virtual Races.



## Ideas are Endless!

Use #VirtualVeloSano to share all of the fun and creative activities you do; you just might get featured.





# What Activity Should I Choose?



## WHERE?

Any route, trail, Metro Park, Indoor Spin studio/class(es) of your choice.



## WHEN?

You choose your start date / time / duration!  
Suggestions include:

- Set & complete your Virtual VeloSano “activity” between now and July 18
- Set & complete your Virtual VeloSano “activity” on July 18
- Set & complete your Virtual VeloSano “activity” between now and October 1 (i.e., the VeloSano 7 (2020) fundraising deadline)



## HOW?

Challenges! Find your ice bucket

- Challenge your teammates – or other teams!
- Set up a donation-based challenge
- Design a tiered-level campaign
- Make it personal
- Make it silly & fun

# How Can I Raise Funds?

Although the obligation to meet fundraising minimums has been removed, we are encouraging everyone to raise as much as they can to support our mission. **The need for lifesaving cancer research remains and is in fact, more important than ever.**

## The Power of Social Media

Share your VeloSano activities on social media using **#VirtualVeloSano**

- Tell the world you are participating in Virtual VeloSano. Anyone, anywhere can join you! Most importantly, tell your donors and network of family, friends, and colleagues why you are participating in Virtual VeloSano and fundraising for cancer research.
- Post your progress, challenges, results and photos/videos with a link to your personal fundraising page on [velosano.org](https://velosano.org)



## Virtual VeloSano Fundraising Tools and Tips:

Check out the Blog for some helpful tools and ideas to consider as you create a fundraising strategy. [Click here.](#)



# How Can I Raise Funds?



## Effective Emails

To help you recruit and ask for donation support, we created email templates for your use and customization that are updated to reflect the current times. Be sure to include a link to your personal fundraising page or team page within the emails you send. Examples can be found in our new [Virtual VeloSano Fundraising Blog](#).



## Unique Virtual Fundraising Ideas

Take advantage of opportunities available to us during these days of social distancing – it's still possible to bring people together for a group fundraising event, even if we can't be together in person. For example:

- Zoom Happy Hours - pay to participate (collect via Venmo or other electronic payment service), incorporate contests (best themed costume), etc.
- Online Poker
- Video Game contests
- Zoom Bingo
- Spirit Week
- Virtual Trivia



## But Wait, There's More!

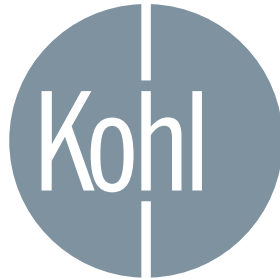
We'll continue to introduce more fun and unique ways to engage with VeloSano over the next few weeks, including but not limited to:

- Donation Match Challenges
- Contests
- Social Media hashtag contests
- Strava Challenges

# 100% Made Possible by our Partners

## FOUNDING PARTNERS

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## SUPPORTING PARTNERS

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## CONTRIBUTING PARTNERS

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