FUNDRAISING Toolkit

100% for the cure
VeloSano supports projects that will build upon and transition recent advancements in cancer research into new diagnostics and therapeutics with a high likelihood of leading to successful, future, grant funding.
There are many ways to fundraise for VeloSano

- VeloSano “Bike to cure” weekend is the flagship fundraising event which takes place annually in July. Riders choose from route options ranging from 10-200 miles. Each rider commits to raise a particular amount of money and 100% of dollars raised are awarded directly to research by spring of the following year.

- Make it a family affair and support VeloSano Kids. 100% of dollars raised through VeloSano Kids supports pediatric cancer research at Cleveland Clinic Children’s. A fun way to get involved is to host or participate in a Trike & Bike which is a series of community-organized cycling events that introduces young supporters to the world of fundraising, fitness and philanthropy.

- Fundraise Anytime! Host a party, bake sale, golf outing, school fundraiser…any event, any time of year can be a fundraiser for VeloSano or VeloSano Kids with 100% of your proceeds supporting cancer research.

Whether you Ride, Volunteer, Fundraise or Donate, there are many ways to get involved.
Your VeloSano Personal Fundraising Page

Once you’ve registered at velosano.org, your online personal fundraising page is automatically created to help you get started.

Online fundraising is the main tool to help you meet and exceed your VeloSano fundraising commitment. Sharing your personal fundraising page with your network (friends, family, etc.) is the easiest way to solicit and secure donations.

Your VeloSano online fundraising page allows you to:

› Personalize your page about why you’re involved; to share your story
› Use and personalize the email templates available in your “Rider Dashboard” to make it easier to recruit, request donations, and send thank-you notes
› Accept credit card donations
› Track up-to-the-minute donations and monitor your fundraising progress
› Link your fundraising page to social networking sites like Facebook and Twitter
› Post updates and share photos to your personal fundraising page as your training/fundraising progresses to keep your donors updated
› Thank and comment directly back to donors as soon as donations are received
› Showcase your team affiliation (if applicable)
Personal Fundraising Page Tips
Here are 5 things to do after claiming your fundraising page.

1. PERSONALIZE YOUR PAGE BY ADDING YOUR OWN STORY AND PHOTO.
Make sure to include why you’re involved with VeloSano and why it’s important to you. Your contacts will be inspired by your connection to the cause. All this is done within your Rider Dashboard (see Page 6 for more details).

2. BE THE FIRST DONATION TO YOUR FUNDRAISING PAGE.
By making your own donation, others will see how dedicated you are to fundraising for cancer research and are more likely to donate to you.

3. CONSIDER INCREASING YOUR GOAL HIGHER THAN THE MINIMUM COMMITMENT.
No matter what your fundraising goal is, you’re only responsible for raising the minimum fundraising commitment associated with your distance or the Big Wheeler option you opted into at the time of registration. So, aim high to let people know you’re trying to raise as much as possible for cancer research and need their support.

4. USE THE SHARING FEATURES.
With the click of a button from your fundraising page, share a link to your page to everyone you know via Facebook, Twitter, Email and Text (text only available when sending from your smartphone or tablet). Personalize the share message to include your ask for support from others.

5. USE THE COMMENT WALL.
At the bottom of your fundraising page there is a comment wall showing the most recent donations and interactions on your page. Use this wall to stay informed and engaged.

Don’t forget to Claim Your Fundraising Page right after you’ve registered. Check your email for a message from Team VeloSano titled “Final Step: Claim Your Page!” Be sure to check your spam or promotions folder if you don’t see it in your inbox. You need to claim your page to establish your password and gain access to your Dashboard.
How to Access Your Dashboard

1. In the top right corner on velosano.org, hover over “Login” and click “Rider Dashboard” (from your smartphone, this will be under “MENU”)

2. Click “LOG IN”

3. Enter the Login details you set-up when you registered

4. After you Login, click the “Go To Your Page” drop-down menu and click on your name

5. This takes you to your personal fundraising page. Click the “MANAGE” button to access your Fundraising Dashboard.

Fundraising Dashboard
Utilize Your Dashboard for Fundraising Success

Your Dashboard provides many tools to help you meet your fundraising commitment. Below is a snapshot of what’s available.

Overview Tab
- This tab contains some suggestions for quick updates you can make to personalize your page, and as you scroll down, the ability for you to see your personal fundraising progress as well as the that of your team (if applicable).

Story Tab
- Here is where you personalize your fundraising page. Share why you are involved – for research, for a loved one, for yourself; and how you are involved (distance you’re riding, volunteering, etc.). You can also add photos or videos to your page to make your message even more impactful. Taking the time to add a personal touch to your page will inspire people to donate to you.

(NOTE: Your page will contain “Why I Ride” generic/default text until you personalize it)

Donations Tab
- View your donors in the “Donations” tab. The donor name and any message they have sent with their donation will appear here (unless the donation was anonymous). Be sure to send a quick thank-you for their support! This message will be displayed to the comment wall on your page, and your donor(s) will receive an email notification with a link to view your message.

Emails Tab
- In this tab, you will find a generic template (that you can customize) to ask for donations and another to thank your donors. **Please note that you must copy and paste the message into your native e-mail (Outlook, Gmail, Hotmail, Yahoo Mail, etc.) to send. ** Templates automatically embed a link to your fundraising page.

Details Tab
- In the “Details” tab, you can change the main aspects of your page, such as your nickname, the headline and your fundraising goal. You can also customize the URL that links to your fundraising page to include your name (or whatever you like) to encourage donations.

Other Features
- **Sharing Your Page.** Click on the Facebook, Twitter, and Email icons to share your fundraising page and progress to your friends and followers. (FUN FACT! You can also share via text message when viewing your Dashboard on your smartphone.)

- **Post Updates.** Within the “Story” tab, you can write real-time updates that are shared to the comment wall on your page and to everyone who has donated to you via your page. For instance, you can give a recap of a fundraising event you may have hosted/attended, or write about a great training ride you had with your teammates as you get ready for “Bike to cure” weekend. This keeps your supporters up-to-date with your progress so they can see how committed you are to the cause. Another great time to use this feature is after ride weekend to let everyone know about your experience, share a photo and to thank them again for supporting you.
How to Raise Money for Cancer Research

If you haven't fundraised before, you might not know where to start. Always keep in mind that most everyone has been impacted by cancer in some way. When others hear your story and that 100% of dollars raised supports cancer research, they will want to help.

**Personalize Your Fundraising Page**

› Tell your story and customize the URL for your page. (See complete details on Page 7)

**Send Emails to Everyone You Know**

› Use the template found within your Dashboard (It automatically embeds a link to your fundraising page) or create your own message. Note – if you create your own message, be sure to include a link to your page for people to click to donate to you.

› Don’t be shy to send follow-up emails regularly to those who have not yet donated to you. Intentions are good, but it’s easy for emails to get buried in someone’s inbox and they will appreciate the reminder!

**Share On Social Media**

› Tell your friends and followers why you are fundraising for VeloSano and Cleveland Clinic. Make sure to include why you’re involved and ask for donations. Don’t forget to include the link to your personal fundraising page.

› Keep your followers engaged. The key to any effective social media campaign is to engage your followers and let them know you’re striving to exceed your fundraising goal and how important cancer research is to you. Post consistently before and after your event.

**Organize Fundraisers!**

› No matter how large or small, fundraisers will help you put the FUN into fundraising! See next page for more.

**SHARE EXCITING NEWS VIA ALL CHANNELS!**

Keep in mind that you don’t always have to make an “ask.” Consider including updates such as how your training is going, highlight a meaningful donation you received or an inspirational interaction you had related to the cause. If participating in “Bike to cure” weekend, include photos of your experience along with thank-you messages. Keep the contact going all the way until the October 1 fundraising deadline!
Fundraising Ideas

Here are some fun ways you can raise money for cancer research:

- 50/50 Raffle
- Art Exhibition
- Bake Sale
- Book Sale
- Car Wash
- Coin Drive
- Concert
- Cook-Off
- Dance Marathon
- Dine Out for a Cause
- Donations in lieu of:
  - Anniversary Party
  - Birthday Party
  - Wedding
- Dress-Down Day
- Fashion Show
- Football Game
- Garden Party
- Golf Outing
- Guest Bartending Event
- Holiday Party
- Ice Cream Social
- Indoor Cycling Fundraising Class
- Jewelry Sale
- Lemonade Stand
- Luncheon
- Penny Wars
- Recipe Book
- Restaurant or Retail Promotion
- Running Event
- School Fundraiser
- Sports Tournament
- Staff Olympics
- Swim-a-Thon
- Talent Competition
- Walk-a-Thon
- Wine and Cheese Party
- Yoga Event

In addition to sharing your fundraiser via email and social media, here are some tips for spreading the word in your community:

- Visit velosano.org and click on Upcoming Events to submit your fundraiser.
- Post fliers around your community at churches, synagogues, community centers or local schools, if appropriate.
- Share event details around town. Add event details to community center website or newsletters.
- Expand your network. Ask friends and family to share the event details at work.
- Utilize Local Media. Contact local television, radio stations and/or newspapers to let them know about your event. Ask if they would add it to their calendar of community events or website.

Contact local businesses to see if they would be interested in supporting your event or putting a poster in their window.
Resources
Visit velosano.org/resources for tips, downloads, frequently asked questions and more. It has everything you’re looking for!

- **Downloads**: We’ve got all the tools you need for fundraising and team-building success.
- **FAQs**: Answers to the most commonly asked questions can be found here.
- **VeloSano Blog**: Updates and information to help you along the way.
- **Upcoming Events**: Find and share upcoming fundraisers, training rides and other fun events.
- **Videos**: Hear more about VeloSano from our participants.
- **Bike Shop Partners**: Discounts and special offers for VeloSano Participants at local bike shops.
Downloads

Go to velosano.org/resources/downloads for all the tools you need for fundraising and team-building success, plus helpful tips for “Bike to cure” weekend.

Tools available to you:

Forms, Facts and More

› Donation Deposit Form (check and cash)
› Offline Donation Form (for those who would rather not donate online)
› Team Fund Distribution Form (for Team Captains to allocate team fundraising dollars to individual team members)
› “Bike to cure” Weekend support documents (Fast Facts, Safety Tips, Training Guides, etc.)

Logos

› Use these logos to showcase your involvement and brand your email messages asking for support. There’s also this “Benefiting VeloSano” logo that can be used when promoting fundraisers.

Flyers, Posters and Business Cards

› Templates that you can customize to help you ask for donations, encourage others to get involved, and to promote upcoming fundraisers for you and/or your team (if applicable).

Social Media Profile and Cover Images

› Update your Facebook and/or Twitter page with VeloSano custom images for both your Profile and Cover Photos. When you upload these, it’s a great opportunity to include a quick message with a link to your fundraising page asking for donations.
Your #1 tool for fundraising success is this:
100% of every dollar raised by you and the VeloSano community goes directly to lifesaving cancer research at Cleveland Clinic.

Together, we are VeloSano.