

BIKE TO CURE



Social Tool Kit

Thanks for participating in VeloSano Bike to Cure! This social media tool kit provides tips and resources so that you can share your involvement with VeloSano!

Whether a Rider, Fundraiser or Partner...there's information for everyone!



- To get you started, we've included example posts to share with your social network and ideas for creating your own posts promoting VeloSano and Bike to Cure.
- Feel free to share these messages on Facebook, LinkedIn, Instagram and X.
- Please be sure to tag VeloSano and Cleveland Clinic on Facebook and use #VeloSano and #ClevelandClinic on all channels so we can reshare!

What is VeloSano?

VeloSano is a year-round fundraising movement that supports innovative cancer research happening at Cleveland Clinic.

VeloSano connects the cancer community with Cleveland Clinic's expanding global impact in research, innovation and care. This unique partnership ensures an accelerated path to finding cures by making good on our promise – that one hundred percent of every dollar raised for VeloSano initiatives will support transformative, lifesaving cancer research happening at Cleveland Clinic today, in order to impact the lives of millions of people around the world tomorrow.



Social Media Best Practices

Utilizing your social media network is a great way to spread awareness for the causes you care about. Here are some quick integrations to help promote VeloSano and Bike to Cure:

- Follow:** Follow VeloSano on social (@bikevelosano on Instagram & Twitter and VeloSano on Facebook)
- Tag:** Tag local organizations and other community members on VeloSano posts to increase awareness and encourage VeloSano Bike to Cure registration.
- Share:** Repost VeloSano's posts to your networks.
- Hashtag:** Use #VeloSano or #Biketocure when posting to make your posts easily searchable and use hashtags like #ClevelandClinic and #CancerResearch to broaden your reach.
- Link:** Link your fundraising page or event in your post (or in your bio for Instagram).

Share on Social Media

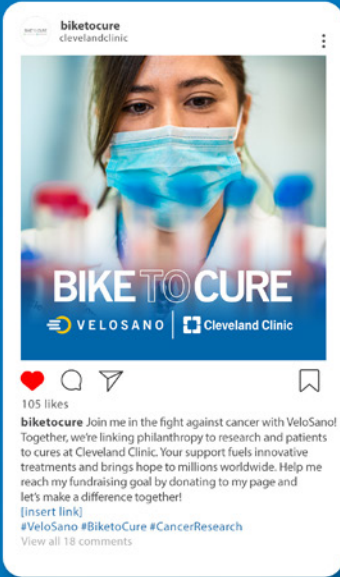
In addition to reposting VeloSano's posts and creating your own, you can directly share these example posts. Below are suggested captions and images you can use on social media, whether you are a Rider in VeloSano Bike to Cure, Partner or someone fundraising for VeloSano. Remember to tag VeloSano in your posts.



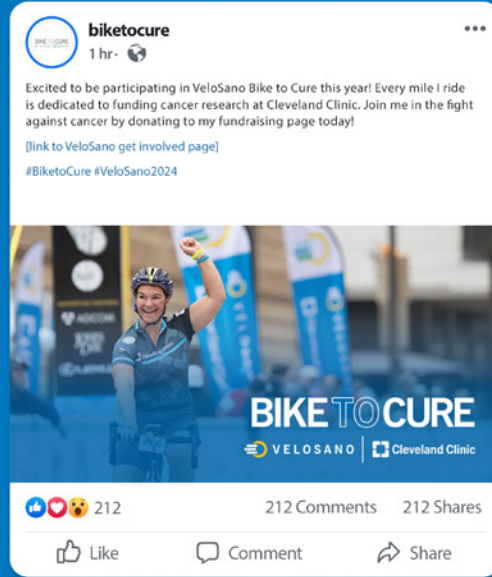
To see Social Media post examples that you can use on your accounts, click on the group that best describes your involvement with VeloSano.



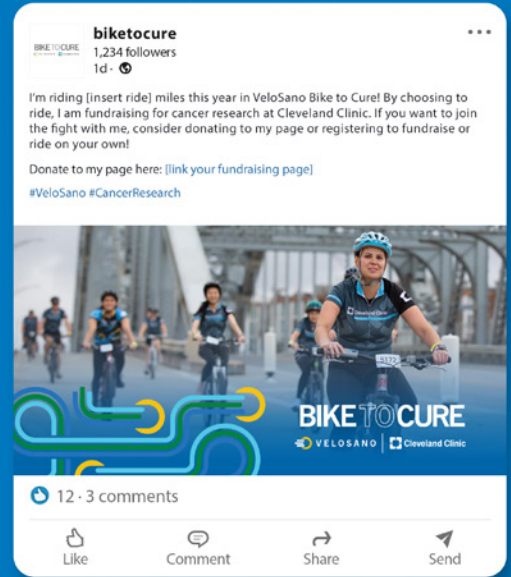
Riders or Fundraisers



Instagram



Facebook



LinkedIn

POST EXAMPLE 1

What is VeloSano?

Facebook/Instagram/LinkedIn

Join me in the fight against cancer with VeloSano! Together, we're linking philanthropy to research and patients to cures at Cleveland Clinic. Your support fuels innovative treatments and brings hope to millions worldwide. Help me reach my fundraising goal by donating to my page and let's make a difference together!

[\[insert link\]](#)

Instagram ALT link:

[\[link in bio\]](#)

#VeloSano #Biketocure #CancerResearch

X (Twitter)

Join me in the fight against cancer with VeloSano! We're linking philanthropy to research and patients to cures. Your support fuels innovative treatments and brings hope worldwide. Help me reach my fundraising goal by donating to my page:

[\[link to fundraising page\]](#)

#VeloSano #CancerResearch

POST EXAMPLE 2

Fundraising

Facebook/Instagram/LinkedIn

Excited to be participating in VeloSano Bike to Cure this year! Every mile I ride is dedicated to funding cancer research at Cleveland Clinic. Join me in the fight against cancer by donating to my fundraising page today!

[\[link to VeloSano get involved page\]](#)

Instagram ALT link:

[\[link in bio\]](#)

#Biketocure #VeloSano2024

X (Twitter)

Excited to participate in VeloSano Bike to Cure this year. Every dollar raised goes directly towards funding cancer research at Cleveland Clinic. Join me in the fight against cancer by donating to my fundraising page.

[\[link to fundraising page\]](#)

#VeloSano #CancerResearch

POST EXAMPLE 3

Ride Promotion

Facebook/Instagram/LinkedIn

I'm riding [insert ride] miles this year in VeloSano Bike to Cure! By choosing to ride, I am fundraising for cancer research at Cleveland Clinic. If you want to join the fight with me, consider donating to my page or registering to fundraise or ride on your own!

Donate to my page here:

[\[link your fundraising page\]](#)

Instagram ALT link:

[\[link in bio\]](#)

#VeloSano #CancerResearch

X (Twitter)

I'm riding [insert ride] miles this year in VeloSano Bike to Cure! Join me in the fight against cancer by donating to my page or registering to fundraise or ride on your own! Let's end cancer together! Donate here:

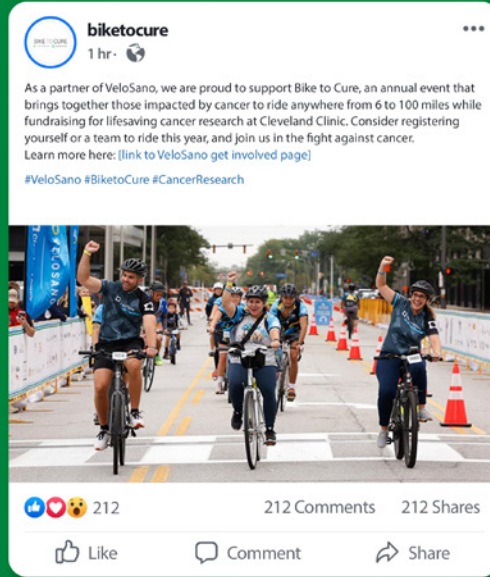
[\[link to fundraising page\]](#)

#VeloSano #CancerResearch

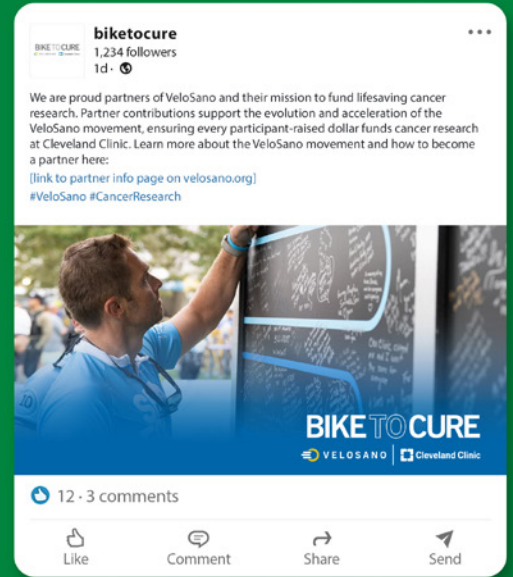




Instagram



Facebook



LinkedIn

POST EXAMPLE 1

Partnering with VeloSano

Facebook/Instagram/LinkedIn

We are proud to partner with VeloSano in the fight against cancer! Together, we're making a difference by supporting innovative cancer research at Cleveland Clinic. Join us in the journey to end cancer and transform lives. Learn more about getting involved with VeloSano here:

[\[link to VeloSano get involved page\]](#)

Instagram ALT link:

[\[link in bio\]](#)

#VeloSano #CancerResearch

X (Twitter)

We are proud to partner with VeloSano in the fight against cancer! Together, we're making a difference by supporting innovative cancer research at Cleveland Clinic. Join us in the journey to end cancer and transform lives. Learn more about getting involved with VeloSano here:

[\[link to VeloSano get involved page\]](#)

#CancerResearch #VeloSano

POST EXAMPLE 2

Supporting Registration and Donations

Facebook/Instagram/LinkedIn

As a partner of VeloSano, we are proud to support Bike to Cure, an annual event that brings together those impacted by cancer to ride anywhere from 6 to 100 miles while fundraising for lifesaving cancer research at Cleveland Clinic. Consider registering yourself or a team to ride this year, and join us in the fight against cancer. Learn more here:

[\[link to VeloSano get involved page\]](#)

Instagram ALT link:

[\[link in bio\]](#)

#VeloSano #BiketoCure #CancerResearch

X (Twitter)

Thrilled to join forces with VeloSano for their Bike to Cure ride! Every pedal powers vital cancer research. Join us in the fight by registering yourself or a team this year. Details here:

[\[link to VeloSano get involved page\]](#)

#VeloSano #BiketoCure #CancerResearch

POST EXAMPLE 3

How to become a Partner?

Facebook/Instagram/LinkedIn

We are proud partners of VeloSano and their mission to fund lifesaving cancer research. Partner contributions support the evolution and acceleration of the VeloSano movement, ensuring every participant-raised dollar funds cancer research at Cleveland Clinic. Learn more about the VeloSano movement and how to become a partner here:

[\[link to partner info page on velosano.org\]](#)

Instagram ALT link:

[\[link in bio\]](#)

#VeloSano #CancerResearch

X (Twitter)

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#VeloSano #CancerResearch

