



FUNDRAISING TIPS

CUSTOMIZE YOUR FUNDRAISING PAGE

Once you register, you'll find a personal fundraising page in your Cycle Center. Replace the standard message with a personal story about why you're riding. Add a photo or a video. Once you're done, you can send e-mails to your network of supporters that include a link to your page.

START EARLY

The earlier you start fundraising, the more time you'll have to not only reach but surpass your fundraising goal! Aim high!

MAKE A GIFT TO YOURSELF

Show your commitment to the cause and give your fundraising thermometer an immediate boost by making a gift to your ride!

PERSONALIZE YOUR FUNDRAISING COMMUNICATIONS

The e-mail tool in your Cycle Center includes a suggested "support me" message, but we recommend that you write your own personal message. Everyone touched by cancer has a unique story and donors will be more responsive if you share your reason for joining Cycle for Survival.

EXPLORE MATCHING GIFT OPPORTUNITIES

Many companies match charitable donations made by their employees. This is a fantastic way to double or even triple a donor's gift. Be sure to remind your teammates and donors to explore this option with their human resources department. Visit our [Matching Gifts](#) page for more details!

BE CREATIVE

Here are some other ways past cyclers have spread the word about Cycle for Survival:

- a. Post your team or personal page link to your Facebook profile, send a tweet or upload a fundraising video to YouTube.
- b. Create fundraising flyers and post them around your office. Include your story, a picture, your contact information, and the URL that links to your personal fundraising page.
- c. A handwritten letter is a great way to ask for a gift. Be sure to include the URL that links to your fundraising page as well as a donation form and stamped, self-addressed envelope.
- d. Ask family and friends to donate to your ride in lieu of gifts for your birthday, anniversary, or any other special occasion.
- e. Host a fundraising party or dinner and charge guests an entry fee.
- f. Hold a bake sale at your child's school.
- g. Think outside the office: Publicize your event to committees or boards you serve.
- h. Raise funds the old-fashioned way: A face-to-face ask is often the most effective!
- i. Make business cards with your name, the URL for your fundraising page, and a simple message:
"I'm raising funds for research on rare cancers at MSKCC. Watch my video here." Carry a stack with you at all times so you can spread the word easily.

www.cycleforsurvival.org

888-72-CYCLE or 646-227-2762 • cycleforsurvival@mskcc.org • [@cycle4survival](https://twitter.com/cycle4survival)

Memorial Sloan-Kettering Cancer Center • 633 Third Avenue, 28th Floor • New York, NY 10017

DON'T BE SHY

Tell everyone you know why you've joined Cycle for Survival! Remember, you're asking for contributions that directly benefit lifesaving research on rare cancers at Memorial Sloan-Kettering Cancer Center. Think of it this way: You're presenting an opportunity that will help make a difference in the lives of millions!

SHOW ENTHUSIASM

Enthusiasm can be contagious. If you demonstrate passion for Cycle for Survival, you'll inspire support for the cause. Your participation in this event is an accomplishment you can be proud of, so be sure to communicate this to others!

FOLLOW UP

Your Cycle Center features a "Recent Activity" e-mail tracking tool that shows you a list of the people you've contacted and who have donated. This makes it easy to follow up with people you haven't heard from and to thank those who have given. The follow-up is a great way to send updates about your fundraising progress.

SAY THANKS

Be sure to send a prompt thank you to each of your donors for their generous gifts. It may encourage your first-time donors to donate again! It also gives you another opportunity to suggest a matching gift from their employer.

SHARE WHAT WORKS

Have a fundraising idea or strategy that works? Share it with your fellow cyclers! You can share on the Cycle Facebook wall or e-mail us at cycleforsurvival@mskcc.org and we can update every cyclist's Cycle Center with your suggestions!

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