



PELOTONIA[®]

COMPANY PELOTON
SET-UP GUIDE

INTRODUCTION



Pelotonia's incredible growth over the past 12 years is directly attributed to the hundreds of corporate and community groups who have made it their collective mission to raise above and beyond for cancer research, together. In 2020, over 150 companies hosted Pelotons, which acted as their organization's rallying point for employee connectivity, wellness and social responsibility.

The information below covers the basics of building a strong foundation for your Peloton and gaining support internally.

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WHAT'S A PELOTON?

Organizing a team—which we call a Peloton—is a way for a group of friends, family and colleagues to create their own identity within the Pelotonia community. By harnessing the collective power of their unique skills and networks, members of a Peloton are empowered to raise more for cancer research, together.



A Peloton must consist of at least 5 participants. These 5 participants can be any combination of Riders, Challengers and Volunteers. Please see fundraising commitments on page 8.



There are no fundraising requirements placed on the company when hosting a Peloton, nor is the Peloton and/or company responsible for their members' fundraising commitments.



Each Peloton must select a Captain to activate the Peloton, approve member requests, manage communication efforts and act as the liaison from Pelotonia to their members.



Each Peloton receives their own profile page on our website to brand with logos, photos and messaging to highlight the company's support. *See example below:*

Peloton
T. Marzetti
 CAPTAIN LAURI MARTIN

3 Years

Ride Year 2021 Fundraising Progress
\$3,100 \$25,200 goal

\$3,100
 Raised for cancer research
 \$60,027 all-time raised

\$1,900
 TOTAL RAISED BY MEMBERS

\$1,200
 GENERAL PELOTON FUNDS

Peloton Members [SEE ALL](#)

TOTAL - 18	RAISED	GOAL
Lauri Martin	\$1,000	\$2,000
Michael Zion	\$275	\$1,500
Kimberly Mazza	\$200	\$1,500
Brad Householder	\$150	\$1,500
Mike Petro	\$100	\$100 ✓

SETTING UP YOUR PELOTON

To start the Peloton, 5 members will need to register at pelotonia.org/register. Once these members are registered, the member designated as the Peloton Captain should email the Public ID#s of all participants set to join and the Peloton name to Carolyn Appelhans at cappelhans@pelotonia.org. From here, we will create an active Peloton on our website, which additional members can join throughout the year.

LAY THE FRAMEWORK

Every Peloton is working toward the same goal, but each one gets there in their own unique way. Before you begin promoting your Peloton, we encourage you to outline what it means to be a member of this special effort. Please keep in mind that it's not required that a company provides any support to their Peloton members, but the options listed below have proven to be great rallying points for our most successful Pelotons.

SET OFFICE GUIDELINES

Determine if your colleagues are permitted to meet during work hours to organize Peloton efforts and/or solicit colleagues for donations. Please communicate accordingly to ensure the Peloton is a positive enhancement to your culture!

SET MEMBER GUIDELINES

Determine if you'll allow non-employees to join your Peloton. Generally, all Pelotons allow friends and family to join, but some may limit or remove the non-associates' ability to receive fundraising perks.

CONSIDER CREATING A PELOTON JERSEY

This is a great way to highlight your company's support to the audience of thousands of participants and supporters who attend Pelotonia weekend, as well as those who will see your Riders training throughout their community year-round. Custom jerseys typically cost anywhere from \$35–\$55 based on quantity and quality. A list of Pelotonia's recommended providers can be found [here](#).

CONSIDER PAYING THE RIDER REGISTRATION FEE

All Riders pay a registration fee to help cover the cost of the food, drink, event support and swag they receive during Ride Weekend. Rider registration starts at \$100 and is subject to increase throughout the course of the year. Registration increase dates will be announced at a later date.

Your company can elect to cover any amount or percentage of this fee to incentivize recruitment. It's up to you to determine how long this discount is active.

Pelotonia provides your company a unique code for your Riders to access the discount, then invoices the company in the fall for discounts used. Please contact Carolyn Appelhans at cappelhans@pelotonia.org set up your discount code.

LAY THE FRAMEWORK (continued)

CONSIDER OFFERING FUNDRAISING SUPPORT

Electing to donate toward your members' fundraising is one of most generous ways to incentivize participation. However you decide to support, we encourage you to set a policy that incentivizes your Peloton members to personally seek out grassroots donations from their networks. A few models we have seen work successfully:

- Donate a set amount to all members; we recommend no more than \$300.
- Donate a set amount once Riders reach different milestones in their fundraising. *Example: Once they raise 50%, donate \$50 / raise 100%, donate \$100 / raise \$500 over commitment, donate \$250.*
- Donate \$50 to Peloton members who recruit a new Rider to the Peloton.

Pro tip: Wait until two weeks prior to the end of the fundraising period to process the company's contributions to individual Riders. This will encourage Riders to continue working toward their full fundraising commitment on their own, rather than stopping their fundraising efforts once they see their minimum commitment has been fulfilled.

SET A FUND SHARING POLICY

The fundraising commitments are meant to challenge participants, but at the same time, we know that they are 100% achievable. Fund sharing was created to help Pelotons fundraise together, then share earned funds appropriately. We encourage you to use it for this purpose and set a policy for the amount of shared funds a Rider can receive, so that no one can take advantage of the funds your members are working so hard to raise.

Core functionality of fund sharing:

- The fund sharing period will occur over a two week period, which will be announced at a later date. During this time, there are two ways to share funds. First, a Peloton's general funds may be shared among individual Peloton Riders. Second, an individual Peloton member's funds in excess of their fundraising commitment may be distributed to another Rider. Please remember that a High Roller cannot share funds below \$5,000, nor can they receive funds to get to their \$5,000 commitment. Similarly, Challengers cannot share funds below \$100, nor can they receive funds to get to his/her \$100 commitment.

Policy best practices:

- Set a maximum percentage of a total fundraising commitment a Rider can receive. We recommend no more than 1/3 to ensure you're spending your time recruiting, stewarding and training Riders who are truly all-in on furthering Pelotonia's mission.
- Set a participation requirement to earn Peloton funds. Some Pelotons who host numerous fundraisers throughout the year make a list of actionable items their Riders can do to support these events. Riders must complete a set number of these items per event if they want to receive funds earned.
- Require any Riders who need shared funds to personally ask the Captain—do not automatically share funds to all Riders who are short of their commitment! We hear from dozens of Riders every year who intended to personally contribute the remainder of their commitment, but they were never charged because funds were shared to their account without their request.

GAINING SUPPORT INTERNALLY

SCHEDULE A KICK-OFF EVENT AT YOUR OFFICE

The best assistance we can provide in getting the Peloton up and running is to host a recruitment kick-off with your co-workers. We recommend scheduling this anytime between late March–mid May to allow for ample time to register and fundraise. While most people are practicing social distancing and working from home, kick-off sessions are still effective through Zoom, Skype, or whatever video conference platform you prefer! This is the time to get new members on board, cover Pelotonia history, impact stories, and address commonly asked questions.

A typical kick-off lasts around 45 minutes, but we can easily condense our remarks if you determine a better opportunity to feature Pelotonia within a company-wide meeting.

Advertise the session at least 3 weeks in advance, and note that we'll cover:

- Why Pelotonia is so much more than a bike ride
- 3 forms of participation—there's something for anyone interested in joining the community
- The impact and breakthroughs funded by our \$217 Million raised
- Fundraising & training tips, tricks and resources available
- Ride Weekend details, logistics, perks

COORDINATE A FUNDRAISER

Company fundraisers are a great way to engage all of your associates, regardless of if they're participating as a Rider, Challenger or Volunteer. Check out the Fundraising Toolkit for recommended steps to take when planning your next fundraising event.

For fundraising ideas, we suggest you start with checking out Fundraising Toolkit at pelotonia.org/community-hub/resources/fundraising. This is a helpful guide for any individual or company and provides examples of fundraisers that range from easy to pull off, all the way to elaborate events.

Planning out specific fundraisers is not integral to getting your Peloton started, but can be helpful to consider when setting goals for the year ahead!

SPONSORS

Seeking out sponsors for your Peloton is a terrific way to leverage support and yield even greater fundraising impact. Asking local businesses, vendors, and partners your company works with to sponsor your team's efforts will allow you to support costs like team jerseys, fundraiser set-up costs, and food for team-building events. Offer to insert their logo on the back of your jersey as recognition of their contribution. Be sure to thank your sponsors and share your team's annual impact!

PELTONIA INFORMATIONAL MATERIALS

Pelotonia is a ride, a community, a movement and cancer's worst enemy. Since Pelotonia's identity can't be defined in just one way, we have selected a few resources that will help you understand and communicate the key aspects. These resources are great for answering common questions, recruiting Peloton members and educating potential donors.



FOR INFORMATION ON PELTONIA'S IMPACT ON CANCER RESEARCH:

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[Pelotonia Impact page](#)
.....

[Survivor Video](#)

A Rider's life saved through Pelotonia funding

[Your Impact video series](#)

Pelotonia-funded researchers sharing how your fundraising is at work in their labs

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[2020 Pelotonia Investment Report](#)



FOR INFORMATION ON THE RIDE:

[Routes](#)

Each of our routes explained

[Safety](#)

Learn about rules of the road

[Training Tips](#)

Training schedules, nutrition, injury prevention, and more



FOR RECRUITING PELOTON MEMBERS:

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[Pelotonia FAQ page](#)
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[2020 Recap Video](#)

ABOUT PELOTONIA

Founded in Columbus, Ohio in 2009, Pelotonia started as a grassroots bike tour, but has become so much more than that. It is an organization that exists to change the world by accelerating innovative cancer research. Focused on a community of passionate fundraisers and centered around a three-day experience of cycling, entertainment, and volunteerism, Pelotonia has raised more than \$217 million for cancer research through its first twelve rides. Thanks to its generous funding partners, Pelotonia can direct 100% of participant-raised funds to innovative cancer research at The Ohio State University Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute.

Pelotonia is an extraordinary experience for everyone who participates, but it's so much more than just an event. The Pelotonia community is all about people coming together and making great things happen. It is about hope for those battling cancer and about making tangible progress toward eradicating this disease for future generations. Together, we are making meaningful impact. This community of participants and donors have funded 525 Student Fellowships, 149 Senior Scientists, 157 Idea Grants, and 3 Statewide Initiatives. Every project and investment is intended to save lives! For more information about the groundbreaking advances funded by Pelotonia, check out pelotonia.org/impact.

PARTICIPANT ROUTES & FUNDRAISING COMMITMENTS

PARTICIPATION	COMMITMENT	TYPE
20	\$1,250	Single Day – Saturday Only
35	\$1,250	Single Day – Sunday Only
50	\$1,500	Single Day – Saturday Only
80	\$2,000	Single Day – Saturday Only
100	\$2,000	Single Day – Saturday and Sunday Option
180	\$3,000	2-day ride without housing
200	\$3,000	2-day ride without housing
High Roller	\$5,000	
Challenger	\$100	
Volunteer	\$0	

