



Pelotonia Fundraising Best Practices

By registering for Pelotonia, you’ve done more than sign up for a Ride; you’ve joined a movement. Every mile you train, every dollar you raise, and every story you share directly fuels groundbreaking cancer research. Together, this community has raised hundreds of millions of dollars, powering the discoveries that bring us closer to ending cancer. Read more about the impact the Pelotonia community is making at pelotonia.org/our-impact.

Over the years, our Riders have mastered what it takes to fundraise successfully, and we’ve pulled their best tips and tools to amplify their impact. If you follow the six steps below, we are confident that you’ll not only meet your fundraising commitment, but you’ll surpass it.

Personalize Your Fundraising Page	Share Your Why	Activate Your Network
Leverage Social Media & Fundraising Events	Multiply Impact with Matching Gifts & Indirect Donations	Monitor, Remind & Thank Your Donors

1

Personalize Your Fundraising Page

Kick off your fundraising journey by personalizing your participant profile to reflect your motivation for participating.

- Watch [this video](#) for a step-by-step guide to updating your profile!
- Upload a high-quality profile and cover photo.
- Write your “Why I Participate” story.

2

Share Your Why

Your story is one of the most powerful tools you have to inspire your network to support your efforts:

- Craft a compelling fundraising letter or email that shares why you’re riding, what your goals are, and how donors can help you reach them.
- Need help writing your message? Pelotonia offers a helpful template [here](#) to get started, and ChatGPT can assist with drafting something heartfelt and polished . See our guide for using AI tools to boost your fundraising [here](#).

3

Activate Your Network

Once your message is ready, share it with your network through email, social media, or handwritten notes.

- Start by making a list of potential supporters: family, friends, coworkers, neighbors, classmates, and online connections.
- Many successful fundraisers cast a wide net. In fact, more than 35% of donations come from outside Ohio.
- Use the power of three! Reach out to your network when you first start your fundraising efforts, during your training, and after you complete your ride.

4 Leverage Social Media & Events

Social media and fundraising events are a dynamic way to expand your reach, celebrate progress, and keep supporters engaged.

- Share updates, training photos, and reflections regularly using platforms like Instagram Stories, Facebook, and LinkedIn.
- Consider creative fundraisers such as bake sales, garage sales, sport tournament bracket (think March Madness or the Masters!) that showcase your personality and rally the community together around the cause.
- Utilize [social media graphics](#) to help grab the attention and engage your donors! Watch [this step-by-step guide](#) to ease you through the process of sharing these graphics.

5 Multiply Impact with Matching Gifts & Indirect Donations

When you receive a donation, inquire into whether or not the donor's employer will match their gift.

- For more information or to search participating employers, visit our [Matching Gifts](#) guide.

6 Remind & Thank Your Donors

Consistent communication and gratitude are key to a successful fundraising journey.

- Keep your network engaged throughout your fundraising journey by sending thoughtful reminders along the way to maximize your impact.
- Regularly check your donor dashboard to track incoming gifts and follow up on any pending donations. If someone pledged but hasn't donated yet, a polite reminder can go a long way.
- After the fundraising closes, thank your donors personally and share [the impact](#) of their support.
- These efforts not only help you meet your goal by the October 15 deadline but also strengthen relationships for the future.