



## Pelotonia 2021 FAQs

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## **General**

**When is Pelotonia weekend?**

Pelotonia weekend is August 6-8, 2021.

**Will Ride Weekend be in person or virtual this year?**

We're committed to hosting a world-class, in-person event for the Pelotonia community in 2021. We have spent much of the last year working with experts and putting plans in place to deliver the experience you deserve under new safety and health protocols. Safety will always be our first priority, and we're excited to bring an unforgettable experience to you this year. We also have great ways for people to get involved virtually by setting their own goals as a Challenger.

**What safety measures are you taking during Ride Weekend in response to COVID-19?**

The Pelotonia team is working hard with medical experts from The Ohio State University Wexner Medical Center and The James, as well as reviewing guidance from the CDC, to provide a safe Ride experience in 2021. Current safety protocols can be found on the [Safety Information](#) page.

**Is there an age requirement to participate in Pelotonia?**

The minimum age to ride or volunteer will continue to be 14; however, any age can participate in Pelotonia as a Challenger.

**Can minor Riders choose a different route than their sponsors?**

No, Riders between the age of 14 and 18 must choose the same route as their sponsor.

**I want to ride. Are there fundraising requirements?**

Below are the fundraising commitments based on the route you're riding.

**Saturday only:**

# PELTONIA®

- \$1,250 commitment: 20 miles starting in downtown Columbus to New Albany
- \$1,500 commitment: 50 miles starting in downtown Columbus, to New Albany, through the Granville experience, and back finishing in New Albany
- \$2,000 commitment: 80 miles starting in New Albany, through the Granville experience, finishing in Gambier at Kenyon College
- \$2,000 commitment: 100 miles starting in downtown Columbus, to New Albany, through the Granville experience, finishing in Gambier at Kenyon College

## **Sunday only:**

- \$1,250 commitment: 35 miles starting in New Albany, through the Granville experience, and back finishing in New Albany
- \$2,000 commitment: 100 miles starting in New Albany, through the Granville experience, and back finishing in New Albany

## **2-day Options:**

- \$3,000 commitment: 180 miles starting Saturday in New Albany, finishing in Gambier at Kenyon College to complete the first 80 miles; then starting in New Albany on Sunday, through the Granville experience, and back to New Albany to complete the final 100 miles
- \$3,000 commitment: 200 miles starting Saturday in downtown Columbus, to New Albany, through the Granville experience, finishing in Gambier at Kenyon College to complete the first 100 miles; then starting in New Albany on Sunday, through the Granville experience, and back to New Albany to complete the final 100 miles
- \$3,000 commitment: The 35-mile route is also available to be added on to any of the Saturday route options.

## **Will Pelotonia be providing transportation for Riders?**

There will be transportation options with limited capacity available.

## **How much is the registration fee for Riders?**

The registration fee for Pelotonia 2021 is \$100 for each Rider. The fee will increase on July 1 to \$150 for each Rider.

## **How do I change my route after registering?**

To update your route, log into your profile at [Pelotonia.org/sign-in](https://pelotonia.org/sign-in). You will be taken to your participant profile where you can edit your route by scrolling down and clicking 'Edit' in the 'My Route' section. Here you can choose your new route of choice by clicking on the new route you would like to ride and hitting save. If you would like the Pelotonia team to update this for you, please respond to this email with the new route of your choosing.

## **What is a High Roller?**



High Rollers are Pelotonia's biggest fundraisers. These individuals set big goals and thrive in the quest to make them happen.

Pelotonia participants can commit to the High Roller fundraising minimum of \$5,000 in their personal profile and will be acknowledged as a High Roller if they maintain a minimum of \$5,000 in donations after the fund-share period. By committing to raising \$5,000 as a High Roller you're agreeing to having your credit card charged for the remaining amount if it isn't met by midnight on October 31, 2021.

### **What is a Challenger?**

Challengers are individuals who choose to participate in Pelotonia by creating their own activity goals. There is no registration fee for those who participate as a Challenger but there is a \$100 minimum fundraising commitment. Challengers can also earn Pelotonia swag by reaching additional fundraising milestones. This participation type is an evolution of the Virtual Rider and My Pelotonia platforms.

### **Why does Pelotonia ask for my credit card?**

Each Rider must pay a non-refundable registration fee that does not count toward his or her minimum fundraising commitment. This is charged to your card when you register. Additionally, if the Rider's minimum fundraising commitment is not met by midnight on October 31, 2021, the Rider's card will be charged for the remaining amount.

### **How do I fundraise?**

Pelotonia provides many great tools to help you reach your fundraising goals. When you register, you will automatically generate a customized profile, which allows you to add pictures and tell others why you are participating. Direct your donors to this profile so they can donate directly to your fundraising efforts via online payment or pledge to send a check.

Please see the [Fundraising page](#) on our website to download our Fundraising Toolkit and sample donor solicitation letters to inspire your outreach.

### **What is the fundraising deadline?**

Riders, Challengers, and Volunteers have until Sunday, October 31, 2021, to raise funds for Pelotonia 2021.

### **Can I use Pelotonia marketing materials for my personal fundraising efforts?**

Yes, you are able to use Pelotonia's logos for your personal fundraising efforts. Please send any final designs that use Pelotonia's assets to Gabby Blauert at [gblauert@pelotonia.org](mailto:gblauert@pelotonia.org) for approval before publication or production. Please click [here](#) to access the Pelotonia 2021 Asset Kit.



## Can I cancel my commitment to participate and/or remove a minimum fundraising commitment?

Any registered Rider or Challenger must withdraw their registration by 11:59 PM EST on July 8, 2021, to be removed from their minimum fundraising commitment. You can withdraw registration by clicking "Edit Profile" at the top of your Pelotonia profile, then scrolling down to "Cancel Registration" and clicking the edit button.

For more information on changing your commitment or to withdraw, please email Carolyn Appelhans at [cappelhans@pelotonia.org](mailto:cappelhans@pelotonia.org). Remember, all participants have until Sunday, October 31, 2021, to reach their fundraising commitments.

Please note that in the event of a cancelled registration, any donations received by a participant as of the date of their cancellation are not refundable to that participant or their donors. The Rider registration fee is not refundable or transferable.

## Where are the Start Lines?

Depending on the route they are registered for, Riders will start at one of two start locations, as listed below. Exact locations are being finalized and will be shared in the spring.

### Downtown Columbus

- 20, 50, 100 miles on Saturday

### New Albany

- 35, 100 miles on Sunday
- 80 miles on Saturday

## Donations

### How do I make a donation?

Most of our Donors give online via credit card but there are several ways you can donate:

1. **Cash:** We encourage you, if possible, to bring cash donations to our [office](#) and put them into the dropbox located outside the door of Pelotonia HQ. Another alternative is to mail the cash to our [gift processing facility](#).
2. **Check:** To mail a check, please complete our online donation form and select "Check" under "Payment Information." This will create a pledge in our system. After clicking "submit," please print the invoice screen that appears (or your confirmation email) and mail this, along with your check made out to **Pelotonia**, to our [gift processing facility](#).
3. **Donor Advised Fund:** Ask the administrator of your fund to issue a check payable to Pelotonia (Federal Tax-ID 82-4997087). A note of instruction should be included and the name of the participant or Peloton you wish to support. If you have a DAF through



Fidelity Charitable, Schwab Charitable or BNY Mellon, you may use the tool on the Donor-Advised Fund page on our website to directly request a donation through your DAF.

4. **IRA:** If you are 70 ½ years or older, you may give up to \$100,000 annually from your IRA directly to Pelotonia, as we are a qualified organization. We recommend contacting your IRA Administrator to discuss how to initiate the distributions. Please instruct your administrator to make checks payable to **Pelotonia**. If you would like to support a participant, please include the Rider ID on the memo line of your check, as well as your first and last name and home address. The check will be mailed to our [gift processing facility](#).
5. **Stock:** You can follow the instructions on our [Stock Donation Form](#) and return it to [pelotonia@pelotonia.org](mailto:pelotonia@pelotonia.org) once completed.
6. **Wire Transfer:** Contact [pelotonia@pelotonia.org](mailto:pelotonia@pelotonia.org) for the instructions.

**Gift Processing Facility:**

Pelotonia  
L-3454  
Columbus, OH 43260

**UPS/FedEX mailings:**

Pelotonia  
Attn: L-3454 (GW2W10)  
7 Easton Oval  
Columbus, OH 43219

**Pelotonia HQ**

Pelotonia  
450 W. Broad St.  
Columbus, OH 43215

**What should I do if a Donor gives me a check made payable to myself?**

If the Donor of the check accidentally wrote the check out to your name, please write "Pay to the order of Pelotonia" in the endorsement area on the back of the check along with your signature. Please send the check to our [gift processing facility](#).

**I received donations through Venmo/Cash App/Zelle/etc., how do I get them entered on my Pelotonia profile?**

If you receive a payment via an electronic payment processor like Venmo, Cash App, Zelle, etc. that is intended to support your Pelotonia fundraising efforts it is your responsibility to personally donate these funds to your Pelotonia profile page. Please note that Pelotonia cannot send receipt of any payment to a Donor that is not made directly through Pelotonia website.

**Is my donation tax-deductible?**



Yes! Pelotonia is a registered 501(c)(3) organization and all donations are 100% tax deductible, unless the Donor received goods and/or services in exchange for all or a portion of his/her donation, (e.g. through an auction). All credit card Donors will receive a tax receipt immediately via email, and Donors who give via check or other methods will receive tax receipts via regular mail.

For foreign Donors, please refer to your local tax laws to determine if your donation to Pelotonia is tax deductible.

### **Where can I view my giving history?**

All Donors can view their lifetime giving history by visiting the "Donation Activity" section in their profiles. To access your profile please visit [pelotonia.org/sign-in](https://pelotonia.org/sign-in). **If you have previously created a login** please select "Login with Email". **If you have NOT previously created a login** please select "Join with Email". Once logged in please navigate to "Donation Activity" then select "My Giving" to view donations you have given. Please note your giving history will only be displayed for donations attached to the email address you are logged in with. For assistance please contact [pelotonia@pelotonia.org](mailto:pelotonia@pelotonia.org).

### **How can I resend myself a tax receipt?**

All Donors can resend themselves a tax receipt by visiting the "Donation Activity" section in their profiles. On the "Donation Activity" page select "My Giving" to view donations you have given. Identify the donation that you would like to resend a tax receipt and click the arrow icon to the far right to trigger the receipt.

To access your profile please visit [pelotonia.org/sign-in](https://pelotonia.org/sign-in). **If you have previously created a login** please select "Login with Email". **If you have NOT previously created a login** please select "Join with Email". Please note your giving history will only be displayed for donations attached to the email address you are logged in with. For assistance please contact [pelotonia@pelotonia.org](mailto:pelotonia@pelotonia.org).

### **How can I see my list of Donors?**

To look up your current and previous years' Donors, log in to your profile at [www.pelotonia.org](https://www.pelotonia.org) using your email address and password then navigate to the "Donation Activity" tab in the middle of your profile.

### **Why doesn't my public participant page show all of my pledged donations?**

A pledged donation is not actual cash received – so the money will not display publicly in the funds received section of your participant page until the donation is received by Pelotonia. However, you can access a list of all pledges in your Donor list, within your user profile. To see which pledged donations have not yet been received by Pelotonia, log in to your profile page to view your Donor list under "Donation Activity". Pledged donations which have not yet been received will show a clock next to the amount and appear in a greyed-out state.





### **Can you help me remind my Donors to send in their pledges?**

We suggest that you first try to follow up with the Donor on your own (sample language can be located in your [Fundraising Toolkit](#)) via email, phone call, text or letter. You may also reach out to [pelotonia@pelotonia.org](mailto:pelotonia@pelotonia.org) for one-on-one assistance following up with your pledged Donors.

### **Can you help me change the recognition name of a donation that appears on my page?**

Sure! Just email us at [pelotonia@pelotonia.org](mailto:pelotonia@pelotonia.org) and include the following information: participant name, Donor name, date of the donation and desired recognition name.

### **What is the Forward Fund?**

The Forward Fund, previously known as the General Fund, is a way to donate to Pelotonia without choosing a specific Pelotonia participant to give to. 100% of donations made to The Forward Fund are directed to innovative cancer research initiatives that keep the field moving **forward** in the fight against cancer.

## **Matching Gifts**

### **How do I submit a request for my gift to be matched?**

Many employers match the charitable contributions of their employees. This is a great way to supplement the money you are giving to a participant or peloton. To begin this process, you will first need to determine if your employer accepts matching gifts. Utilize the search tool on the [Matching Gifts page](#) of our website or look on your employer website. If you confirm your employee does match gifts, please submit it under Pelotonia's Tax ID # 82-4997087. You must direct the matching gifts to Pelotonia using the address below:

Pelotonia

450 W. Broad St.

Columbus, OH 43215

Phone: 614-221-6100

Tax ID #: 82-4997087

### **How long will it take for a matching gift to be processed?**

The matching gift submission, verification and disbursement process can take an extended period of time and varies by company. Some companies will approve and pay out a matching gift request quickly after the submission date, and others **may take up to a year**. It is important for you to familiarize yourself with your company's matching gift policy and procedures so that you understand when Pelotonia is likely to receive the funds, as this can affect the fundraising commitment of the participant you are supporting. We encourage you to apply for your matching



gift as soon as possible to ensure your funds have the best chance of arriving into your account before the fundraising deadline for 2021.

**When does my matching gift need to be received by Pelotonia in order to count toward a participant's non-binding fundraising commitment?**

Your matching gift funds must be received by Pelotonia by Sunday, October 31, 2021, in order to count toward a participant's fundraising commitment.

**Does my employer participate in a matching gifts program?**

Use the search tool on the [Matching Gifts page](#) of our website to find out if your employer participates in a matching gift program. Simply type in the name of your employer and click the employer name to find out more information on the matching gift program. If you do not see your company or have further questions about matching gifts, please email [matchinggifts@pelotonia.org](mailto:matchinggifts@pelotonia.org) or call 614-484-5212.

## **Pelotons**

**What are Pelotons?**

A Peloton is a great way for a group of five or more individuals to share their experiences. The Peloton members can include Riders, Challengers, or Volunteers. In addition to the individual member profile pages, a separate Peloton profile page allows you to highlight your Peloton roster and your team's motivation for participating in Pelotonia. Pelotons within the Pelotonia community include a mixture of community, family and corporate teams.

Peloton members can share donations made to the Peloton as a whole and/or can share funds raised by individual members. Funds may only be shared with fellow Peloton members.

**How can I join a Peloton?**

To request to join a Peloton, you must select a Peloton during the registration process. If you didn't request a Peloton during the registration process, but you meant to, please login to your profile and select "Edit Information" to submit a request to join a Peloton.

Administrators of the requested Peloton will have the ability to review all of the Peloton member requests. You are not a member of the Peloton until you have been accepted by the Peloton Captain.

**When is the last day I can join a Peloton?**

Peloton Captains must add all Peloton Riders by 11:59 p.m. on Friday, August 6, 2021. Challengers and Volunteers can be added to a Peloton by 11:59 p.m. on Sunday, October 31, 2021.



### **Why can't I be a member of more than one Peloton?**

Participants can be a member of only one Peloton because membership can involve sharing funds and funds may only be shared among Peloton members.

### **Can Pelotonia help connect me to a Peloton?**

Yes! Pelotonia would be happy to help connect you to a Peloton that would be a good fit for you based on your location and riding preferences. Please contact Carolyn Appelhans at [cappelhans@pelotonia.org](mailto:cappelhans@pelotonia.org) to get started.

### **How do I gain support for my Peloton?**

There's no right or wrong way to build momentum for your Peloton, but our staff can help you focus on tips & tricks that are proven to increase engagement. We'll work with you to establish Peloton guidelines, utilize our resources, set up a recruitment kick-off, design jerseys – really anything you need! Please contact Carolyn Appelhans at [cappelhans@pelotonia.org](mailto:cappelhans@pelotonia.org) to get started.

### **Can I change the name of my Peloton?**

Yes, the Peloton Captain can change the name of your Peloton by emailing Carolyn Appelhans at [cappelhans@pelotonia.org](mailto:cappelhans@pelotonia.org) with the current Peloton name and the new Peloton name.

### **Can I change the Captain of my Peloton?**

Yes, the Peloton Captain can be changed to a new participant by emailing Carolyn Appelhans at [cappelhans@pelotonia.org](mailto:cappelhans@pelotonia.org) with the new Captain's Rider ID.

## **Fundraising**

### **Would you recommend hosting a Facebook fundraiser?**

We recommend linking directly to your Pelotonia account on Facebook vs. hosting a Facebook fundraiser. This ensures that you receive your donation immediately to your Rider profile and that your Donor receives a tax receipt directly from Pelotonia. If you choose to host a Facebook fundraiser, we have some simple steps outlined [here](#) to follow to help get your donations processed quickly.

### **What do I need to do after setting up a Facebook fundraiser?**

Once your Facebook fundraiser has ended, please email [jgoldbach@pelotonia.org](mailto:jgoldbach@pelotonia.org) with a list of the Donor's names and the amounts they raised.

After your fundraiser ends, Facebook will provide Pelotonia with a report with different fundraisers held. The information we receive always includes the amount and the Donor name, but sometimes doesn't tell us the "host" of the fundraiser. Your emailed report will ensure we



can track donations to your fundraiser quickly and easily. Please note that it can take a month or more for your Facebook fundraiser donations to hit your profile.

**Will Pelotonia issue a tax receipt from my Facebook fundraiser?**

No. Pelotonia doesn't actually receive the Donor's information from Facebook. Facebook, however, sends donation receipts to those who donate through a Facebook fundraiser. Please consult with your tax advisor on these donations.

**If I'm not a Rider and want to create a fundraiser and direct the funds to a Rider, can I do that?**

Yes, you would need to contact us with your fundraising information, Donor names and amounts. Please see the question: [What do I need to do after setting up a fundraiser?](#)

**When will funds arrive to my Pelotonia account after I've hosted a fundraiser?**

Please give yourself at least one month from the end of your Facebook fundraiser to see your funds in your account. Pelotonia Facebook fundraisers need to be completed by September 1, 2021, to ensure they hit this year's fundraising deadline of October 31, 2021.

**Are there fees associated with Facebook Fundraisers?**

There are no fees associated with Facebook fundraisers.

**How do I give to Pelotonia through Instagram?**

On Instagram stories, you can now add a 'Donate Button'. Once you add that button to your story, you will want to search for Pelotonia's Instagram and link Pelotonia to your donate button. After you post your story, your link will be accessible and the giving process will stay within Instagram.

**How will I allocate an Instagram donation to a Rider?**

Unfortunately, there is no comment box to note your Rider ID when giving through Instagram. Similar to Facebook Fundraisers, you will want to ensure donors send an email to [jgoldbach@pelotonia.org](mailto:jgoldbach@pelotonia.org) in order to get those funds allocated correctly.

**How long will it take for the funds to get to Pelotonia?**

Funds can run 1-2 months behind before they reach your profile. Having your Donor's email or direct messaging us with the Rider information will ensure we get these funds allocated toward your fundraising as soon as possible.



### **Who will issue my Instagram Donation tax receipt?**

At the time the donation is made, a tax receipt will be emailed to the address that is linked to the Donor's Instagram account. This will come from Instagram, not Pelotonia.

### **Can I link my Kroger Community Rewards to Pelotonia?**

Yes! If you designate Pelotonia on your Kroger Community Rewards profile, a portion of what you spend at Kroger can be donated to Pelotonia at set intervals throughout the year. If you are interested in having your Community Rewards allocated to a participant, you will need to take the following steps on a quarterly basis.

Log into your [Kroger profile](#) and click on your account on the top right-hand side and then select community rewards on the left-hand side. In the bottom-right corner, you will see the total of Community Rewards that you accumulated the previous quarter. Print this page (please make sure a date stamp prints on the page), write the Rider ID you would like the funds allocated to, and mail the print-out to the Pelotonia office at 450 W Broad Street, Columbus, OH 43215.

Below is the Community Rewards quarter schedule for your reference:

Quarter 1: Feb 1 – April 30: Statements and Donations sent by May 31

Quarter 2: May 1 – July 31: Statements and Donations sent by August 31

Quarter 3: Aug 1 – October 31: Statements and Donations sent by November 30

Quarter 4: November 1 – January 31: Statements and Donations sent by February 28

### **The Ohio State University President's Club Recognition and Alumni Association Sustaining Membership**

For questions regarding The Ohio State University President's Club Recognition and Alumni Association Sustaining Membership, please view [this document](#).

### **How can I support Pelotonia through Amazon Smile?**

1. Visit [smile.amazon.com](https://smile.amazon.com)
2. Sign in with your Amazon.com credentials
3. Search for Pelotonia and select it as your charity
4. Start shopping!
5. Add a bookmark for [smile.amazon.com](https://smile.amazon.com) to make it even easier to return and start your shopping at AmazonSmile
6. All donations through AmazonSmile will be added to the Forward Fund. *These donations cannot be designated to an individual participant's fundraising, but every donation makes an impact on cancer research!*



## Manage my Profile

### How do I edit my profile?

To create and edit your profile once you have registered, simply click "Login" at the top right corner of the website and enter the email address and password you created when you registered. This will bring you to the main page on your personal profile.

*Why I Participate:* Don't forget to add your own personal story or message to be seen by the public at the text box at the bottom of the screen. Make sure to hit "Save" after making any changes.

+ *Edit Profile:* This area will allow you to change your personal information like name, address, apparel size, etc. and add information on your employer and social media accounts.

*My Activity Goals:* Add and mark completion of challenges that you will set this year to raise money for innovative cancer research.

*Fundraising Goal:* Why settle for just reaching the minimum? Setting your own stretch goal is a great way to inspire yourself and your donors to make as big of an impact on cancer research as possible.

## Volunteer Questions

### Do Volunteers have a minimum fundraising commitment?

There is no fundraising requirement for Volunteers but fundraising is certainly encouraged. Just think, if every Volunteer raises just \$100, we can donate another \$300,000 more toward life-saving cancer research. Volunteers can create a profile, share stories, and use all of the same fundraising tools as Riders and Challengers.

### What Volunteer activities are available for Pelotonia 2021?

The Pelotonia Team is finalizing the details for what Volunteer activities will be available this year. Volunteers can register on or after February 18 and will be notified when specific activities become available. Registering early will allow you to start fundraising and also get first access into selecting your 2021 Volunteer activities.

### Can I register as a Volunteer if I'm already registered as a Rider or Challenger?

Yes, you can register as all three participant types if you would like! Simply select all three options during the registration process. You will use the same log-in to access your information for each participation type.

### What is the minimum age to Volunteer?



You must be at least 14 years old to be a Volunteer. Volunteers between the ages of 14 and 17 must register for the same shift as an accompanying adult. Please note that minor Volunteers are not permitted to Volunteer at the beer and wine tents.

**\*Please note:** Only Volunteers who have registered through the Pelotonia website will be considered Pelotonia Volunteers and will receive details surrounding their volunteer activity.

## **PULLL**

### **Will PULLL be available this year?**

At this time, users are able to use the app to track indoor and outdoor fitness activities. The ability to earn dollars in PULLL is not currently available. For more information, please email [support@PULLL.org](mailto:support@PULLL.org).