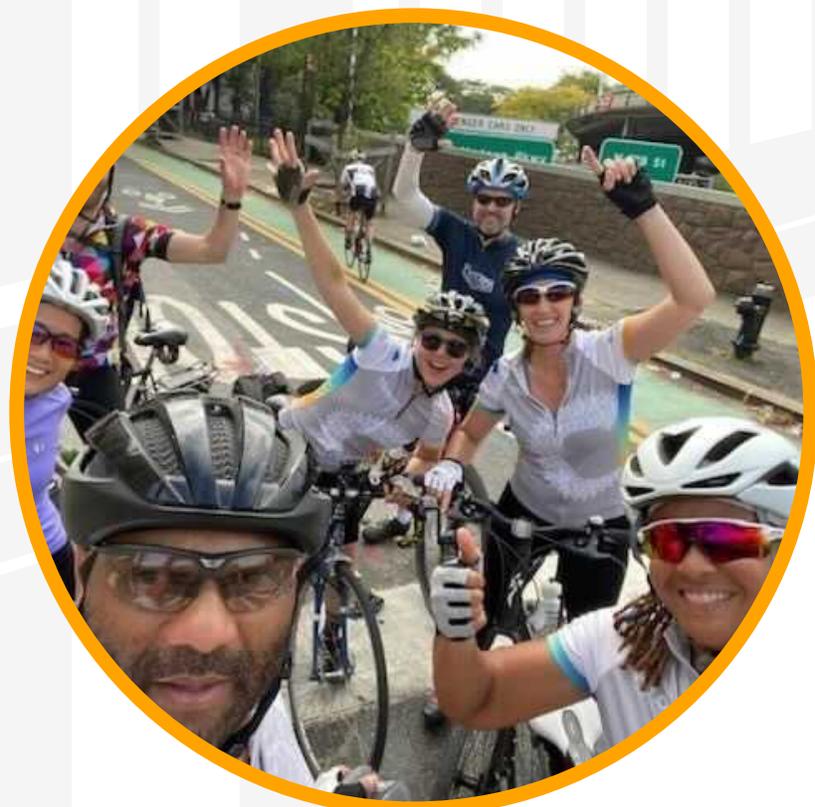


# VELOCITY

COLUMBIA'S RIDE TO END CANCER

## 2022 FUNDRAISING GUIDE





## **WELCOME AND THANK YOU!**

**By registering for Velocity, you have stepped up and shown that you're committed to solving cancer and you're ready to inspire others to do the same. Thank you!**

Our goal is to raise essential funds and deliver them to where they are needed most. While Velocity Riders must raise a minimum of \$500, we encourage all of our participants to set their own goals above \$500 - knowing that 100% of the funds raised will go toward supporting the incredible work being done at Columbia's Herbert Irving Comprehensive Cancer Center (HICCC).

### **In this guide you'll find:**

- **Fundraising Tips**
- **Fundraising Page Customization Tips**
- **Fundraising Event Ideas**
- **Fundraising Emails**
- **Social Media Tools**

Don't see what you need or have additional questions?  
Reach out to us at [ride@velocityride.org](mailto:ride@velocityride.org) or call 973-681-RIDE (7433)

*- Your Velocity Ride Team*



# Fundraising Tips

## Reach Your Goal in No Time!

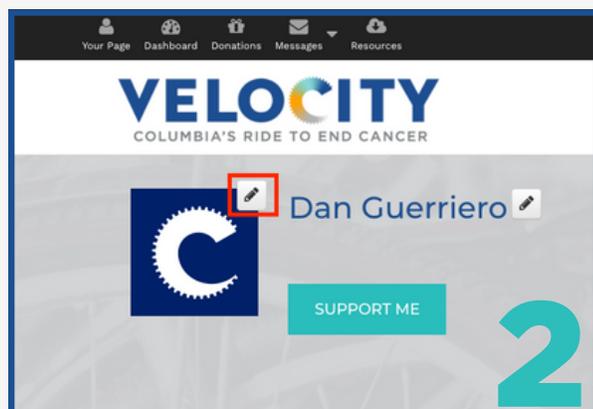
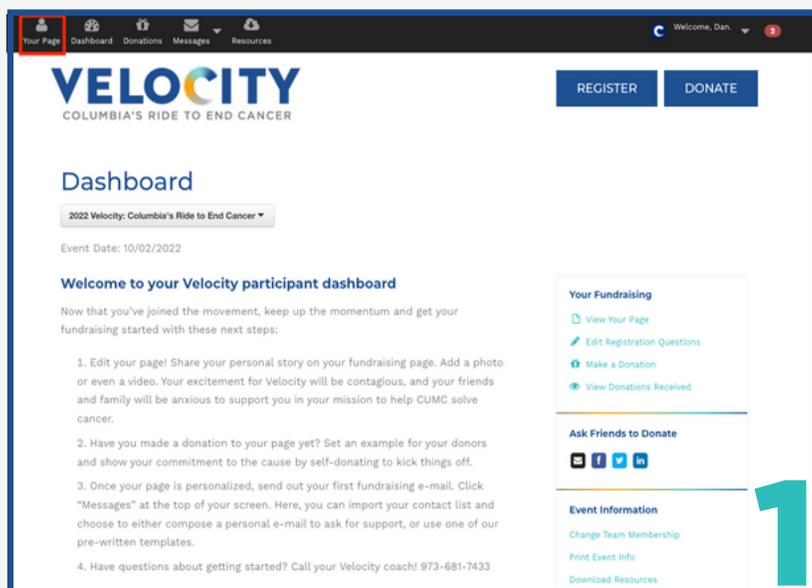
1. [Start With a Self-Donation](#): The easiest way to kickstart your fundraising is to start with a self-donation. When your donors see that you've donated to yourself, they will know you are committed to reaching your goal!
2. [Customize Your Fundraising Page](#): Customizing your fundraising page with your own photo and sharing your reason for participating in Velocity is key to helping donors decide whether they will donate. You can learn how to customize your page on the next page.
3. [Use Your Resources](#): You've already started by utilizing our fundraising guide, now check out our custom graphics for Facebook, Twitter and Instagram to help tell your network about Velocity.
4. [Leave the Writing to Us](#): Check out our pre-written email and social media templates that make it easy to reach out to friends and family and ask for donations.
5. [Spread the Word](#): Start by making a list of 10 people you think would donate to your fundraising page. Then reach out to them via email, text, social media or word of mouth to ask for a donation.
6. [Zoom! Zoom! Zoom!](#): Download the Velocity Zoom background for everyday use.
7. [Get to know Coach Dan](#): He is your personal fundraising coach and guide for all things Velocity. Reach out to him with any questions! [Dan@velocityride.org](mailto:Dan@velocityride.org) or 973-681-RIDE (7433)



# Customize Your Fundraising Page



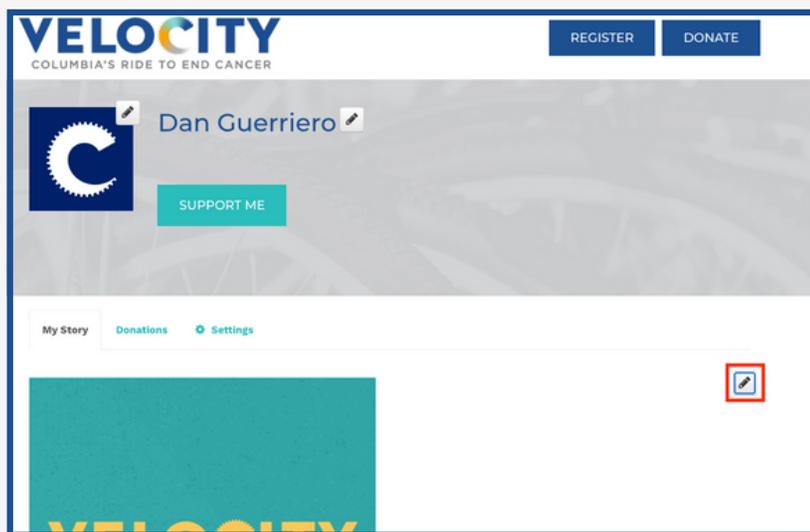
## Upload a photo of yourself to your page.



1. Click on "Your Page" within the participant dashboard.
2. Click on the pencil icon on your page, then upload a photo of your choice.



## Customize your story. Share your "Why?"



1. From your fundraising page, click the pencil icon located on the "My Story" section of the page.
2. Share your reason for participating and why your donors should support your Velocity campaign.

Customizing your story and sharing your "Why" with the Velocity community is an excellent way to help you reach your fundraising goal. When folks see why you're participating and fundraising for Columbia's Cancer Center, they will be far more inclined to support you! It's as simple as starting with this:

*"I'm [riding/running/walking] for Velocity this year because \_\_\_\_\_."*

# Fundraising Events

Hosting a fundraising event gives you a unique opportunity to educate your donors about Velocity. Check out the steps below and reach out to us if you need any assistance!

## How Can I Host A Fundraising Event?

### STEP 1: CHOOSE YOUR EVENT

Think about what you and your friends already like to do. Fitness classes? Paint Nights? Game Nights? Many things that you love to do with your friends can be turned into a fundraising event if you get creative! (Check the list on the next page for some great ideas!)

### STEP 2: IDENTIFY YOUR REVENUE STREAM

How will this event raise money? Will you charge an entry fee? If so, will participants donate at the time of your event or beforehand?

### STEP 3: CHOOSE WHERE YOU'LL HOST YOUR EVENT

Are you going to host a socially-distanced or virtual fundraising event? Will you be at a park? Your backyard? Will you use Zoom? Facebook Live? There are various ways to responsibly host a socially-distanced event or platforms that can be used to stream and connect with your audience. Your fundraising coach can help you identify which of these ideas are best for you if you need some help!

### STEP 4: INVITE YOUR GUESTS

Once you determine your event type and desired attendee numbers it's time to invite family and friends - the fun part! Use Facebook events or electronic invites to help you easily and quickly spread the word. Don't forget to send follow-ups and reminders to attendees.

### STEP 5: HAVE FUN!

Hosting an event can be stressful. You have taken on a big challenge and will make such a great impact this season - but make sure you take some time during your fundraiser to celebrate your accomplishments with your family and friends!



### BONUS TIP: USE OUR CUSTOM VELOCITY ZOOM BACKGROUND!

Doing a virtual event? Stand out with the custom Velocity Zoom background provided to you with your fundraising tools.

This is an easy way to keep your event looking professional and on brand!





# Fundraising Event Ideas

## **Fitness Fundraisers**

Approach your gym (or yoga studio, or spin studio, or Zumba teacher, or martial arts school...) to see if a teacher would be willing to volunteer their time to host a in-person or virtual class. Charge admission, in the form of donations to your fundraising page. This is a win-win. You get donations to your page, and they get new exposure to their business!

## **Restaurant Percent Night**

Reach out to your favorite local restaurant and see if they would be willing to host a percent night. A small percentage of total sales from that night would be donated to your fundraising page. Once again, this is a great way to help bring local businesses more clients while helping reach your fundraising goal!

## **Bake Sale/Lemonade Stand**

Get the whole family involved with this one! Work together with your kids, nieces, nephews, cousins, whoever and bake some tasty treats or brew some refreshing lemonade. Set up your stand somewhere that gets high visibility and sell your goods with the proceeds benefitting Velocity!

## **Host a Dinner/Happy Hour**

Invite your friends, family, and neighbors to join you for a dinner party or happy hour. When your guests inevitably ask what they can bring, suggest that they simply donate to your Velocity fundraising page instead. This way you can have fun while still raising money to help solve cancer!

# Unique Individual Fundraising Ideas

## Incentivized Donations

You love fundraising and earning rewards, right? Well how about you incentivize your donors to contribute to your fundraising page? If you're a talented artist when someone donates \$20 you can give them a small drawing/painting in return. As a musician when someone donates \$100, you could record you playing a song of their choice. Maybe you make the world's best macaroni and cheese, a \$50 donation could get your donor a whole tray of that cheesy goodness!

## Pledge per Mile/Minute

Ask people to sponsor your ride, run, walk or any other Velocity Day activity. Ask someone to sponsor you at \$1 per mile and if you chose to ride the 62.5 mile route - that's a \$62.50 donation right there! If you're walking a 5k on Velocity Day, you could ask someone to pledge \$10 per kilometer and you'll earn a \$50 donation! The possibilities from pledging are endless.

## Host a Garage Sale

Velocity takes place in the best time of year, garage sale season! Have you been meaning to clean out your storage unit, garage, or closet? Well now is the perfect time! Put up signs, post on Facebook Marketplace, and let everyone know that you're looking to offload some of the things you no longer use. The money you make can be donated to your fundraising page. You can even get neighbors or other friends involved too!



# Fundraising Ask Templates

## 1ST ROUND OF DONATION ASKS

### Email #1: THE KICK OFF EMAIL

Dear [INSERT NAME OF FRIEND OR FAMILY MEMBER],

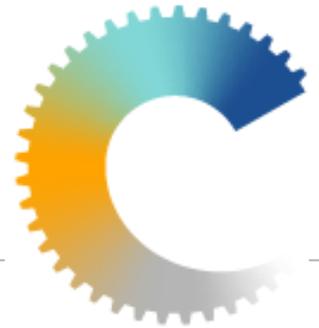
On October 2nd, I am participating in Velocity: Columbia's Ride to End Cancer! I will be joining hundreds of other cyclists, runners, walkers, and more both in-person and virtually to support Columbia's Herbert Irving Comprehensive Cancer Center. They are at the forefront of patient care and cancer research, and I've committed to helping them solve cancer. I'll be doing the (cycling/running/walking/service), but I need your help.

I'm asking you to support me in this challenge. By donating to my page, you're contributing to the ground-breaking work being done at Columbia's Cancer Center. These funds provide immediate support to our doctors and researchers who are committed to solving cancer.

The further we go, the closer we get to ending cancer! Will you support me?

[INSERT YOUR PERSONAL FUNDRAISING PAGE URL]

Sincerely,  
YOUR NAME



### Email #2: FOLLOW UP WITH THOSE WHO HAVEN'T DONATED YET

Dear [INSERT NAME OF FRIEND OR FAMILY MEMBER],

I'm putting in the work and (riding/running/walking) with Velocity because cancer touches everyone. According to the American Cancer Society, there are more than 16.9 million Americans today who have been diagnosed with cancer. I want to contribute to and celebrate the doctors and researchers at Columbia's Cancer Center who are making advancements every day towards solving cancer. I want to support those patients currently facing a battle at the HICCC. I want to honor the memory of those we've lost to cancer.

Today, I'm asking for your help. I can't reach my goals without you, and a donation to my Velocity fundraising page will bring us all one step closer to solving cancer. Make a tax deductible donation today.

[INSERT YOUR PERSONAL FUNDRAISING PAGE URL]

Sincerely,  
YOUR NAME

# Fundraising Ask Templates

## Email #3: REACH OUT TO A NEW GROUP OF PEOPLE

Dear [INSERT NAME OF FRIEND OR FAMILY MEMBER],

I am participating in Velocity: Columbia's Ride to End Cancer and I've taken on the challenge of raising [INSERT YOUR FUNDRAISING GOAL] for the Herbert Irving Comprehensive Cancer Center.

This is where you come in. I'm asking you to support the thousands of cancer patients being treated at Columbia University Irving Medical Center as well as the doctors and researchers who are getting closer to solving cancer every day. They are making a huge impact, and so can we. Make a tax deductible donation to my Velocity fundraising page today and bring us closer to solving cancer.

[INSERT YOUR PERSONAL FUNDRAISING PAGE URL.]

Sincerely,

YOUR NAME

---

## Email #4: FOLLOW UP WITH THOSE WHO HAVEN'T DONATED YET

Dear family and friends,

As most of you know, I have taken on the challenge of raising money for Velocity: Columbia's Ride to End Cancer. On October 2nd, I will be one of many participants celebrating Velocity Day. While we may be doing different activities or riding different distances, we all have one goal - to solve cancer.

I'm so grateful for the donations I have received, but I can't stop just yet. I'm asking for your help towards my fundraising goal. Make a tax deductible donation today to support not only my efforts, but the thousands of cancer patients being treated at Columbia University Irving Medical Center and the doctors and researchers who are bringing us closer to our goal of solving cancer.

[INSERT YOUR PERSONAL FUNDRAISING PAGE URL.]

Your support means the world to me and all those affected by cancer.

Sincerely,

YOUR NAME

---

## Thank You Email to Those That Donated

Dear [INSERT NAME OF DONOR],

Thank you for your generous donation to my Velocity campaign. Every dollar I raise not only helps me get closer to my personal goal, but it helps Columbia University Irving Medical Center get closer to their goal of solving cancer.

Thank you so much for your support!

Sincerely,

YOUR NAME



# Social Media Posts

## Facebook, Twitter, Instagram...Use them all!

### POST TWICE A MONTH AND INCLUDE YOUR BEST PHOTOS OR USE ONE OF OURS

- 1. Why am I taking part in the Velocity: Columbia's Ride to End Cancer? Because we all know someone who's been affected by cancer- and I want to do my part to help Columbia solve cancer. Help me by donating to my page today! [INSERT YOUR PERSONAL FUNDRAISING PAGE URL] #VelocityRide*
- 2. I just finished up an amazing [Ride/Run/Walk/Etc.] for Velocity: Columbia's Ride to End Cancer. Thank you to everyone who has donated to my Velocity campaign thus far! If you haven't had a chance yet it's not too late, donate today! [INSERT YOUR PERSONAL FUNDRAISING PAGE URL] #VelocityRide*
- 3. I've just set an awesome goal to raise \$500 in one week for Velocity- That's a lot of money for cancer research! Now I need your help to get there! Help Columbia solve cancer with a donation today! [INSERT YOUR PERSONAL FUNDRAISING PAGE URL] #VelocityRide*
- 4. Those last few miles of my [Ride/Run/Walk] are tough work. But the work Columbia's Herbert Irving Comprehensive Cancer Center is doing is far harder. That's why I'm doing my part to help them solve cancer by participating in Velocity: Columbia's Ride to End Cancer. Help me, help Columbia and donate today. [INSERT YOUR PERSONAL FUNDRAISING PAGE URL] #VelocityRide*
- 5. I'm so excited to be completing [INSERT MILEAGE] on Velocity Day. I'll do the [Riding/Walking/Running] , but I need your help! Support me, and be a part of solving cancer, with a donation today! [INSERT YOUR PERSONAL FUNDRAISING PAGE URL] #VelocityRide*
- 6. Velocity: Columbia's Ride to End Cancer is LIVE on October 2. Not only is this an incredible day to [Ride/Run/Walk/Etc.] with the Velocity community, but it's a chance to raise significant funds that are bringing Columbia's Herbert Irving Comprehensive Cancer Center one step closer to solving cancer. You can support us by donating to my page today!  
[INSERT YOUR PERSONAL FUNDRAISING PAGE URL] #VelocityRide*

Don't forget to follow us on social media!



@velocityride



@Velocity\_Ride



@Velocity\_Ride



# Share Your Progress

## USE THESE RESOURCES TO SHARE YOUR FUNDRAISING PROGRESS

- 1. I'm 25% of the way toward my fundraising goal for Velocity. Every dollar raised goes to Columbia's Herbert Irving Comprehensive Cancer Center to fund the groundbreaking research that will help us solve cancer. Help me reach my goal with a donation at [INSERT FUNDRAISING PAGE URL]*
- 2. I'm halfway to my fundraising goal for Velocity! I'm raising money to help the doctors and researchers at Columbia University Irving Medical Center treat patients and cure cancer once and for all. You can join our fight by donating today at [INSERT FUNDRAISING PAGE URL]*
- 3. I've reached my fundraising goal for Velocity 2022! However, I won't stop fundraising until Columbia University Irving Medical Center reaches their ultimate goal: solving cancer. I'm so grateful for everyone who has helped me reach my goal, but now I'm asking you to help me exceed my goal by supporting Your Velocity with a donation to my fundraising page. [INSERT FUNDRAISING PAGE URL]*

Click on the images to download these graphics.





# VELOCITY CITY

COLUMBIA'S RIDE TO END CANCER