

# FUNDRAISING TOOLKIT

**JOIN THE PACELINE**

**[www.pacelineride.org](http://www.pacelineride.org)**





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## Welcome!

To all riders, virtual riders & volunteers – you are now a part of the Paceline family. An extra special welcome back to all who supported Paceline in its inaugural year 2019. At its core, Paceline is about bringing communities together in a collective effort against cancer. We call this ‘giving through participation’ – helping others whilst at the same time doing something good for your own well-being. This toolkit equips you with plenty of tips to ensure you get off to a flying start! Fundraising in this way is intended to be fun and engaging – we encourage you and your donors to embody this spirit. Together, we can cure cancer faster.

**Martyn H. Jones**  
**President, Paceline**

## Why We Fundraise!

It's simple, really: to cure cancer. Through Paceline, the community can team together in fun and innovative fundraising for the Georgia Cancer Center at Augusta University to prevent, fight, and cure cancer.

**100% of all Rider fundraising funds critical research and survivorship at the Georgia Cancer Center.** None of the money you raise goes to overhead or operations, so be sure to tell your donors that every dollar they give you goes directly to the cause.

## Why the Georgia Cancer Center?

The Georgia Cancer Center's (GCC) mission is to reduce the burden of cancer in the State of Georgia and across the globe through superior care, innovation, and education. The GCC is made up of the M. Bert Storey Research Building, the Outpatient Services clinic, the Radiation Oncology Center, and sections of Augusta University Medical Center. Research at the Georgia Cancer Center continues to focus on the most promising pathways for the prevention and treatment of cancer.

# Commitments

Each Paceline Rider has a different fundraising goal recommended based on the selected route the Rider has chosen to pursue:

## Route Length

25 Miles  
45 Miles  
100 Miles

AU Students and Staff 25 Miles  
AU Students and Staff 45 Miles  
AU Students and Staff 100 Miles

Young Adult 25 Miles  
Young Adult 45 Miles  
Young Adult 100 Miles

## Fundraising Goal

\$300.00  
\$500.00  
\$600.00

\$250.00  
\$250.00  
\$250.00

\$250.00  
\$250.00  
\$250.00

*\*Please note: You must be an AU Student or Employee and register using your AU email in order to be eligible for that category. Also, for the Young Adult Rider, you must be between the ages of 14-25 to be eligible for that category.*

We encourage all riders to strive to exceed their fundraising goals because every dollar raised will go to cancer research, and we want to make the largest impact possible. Aspiring to fundraise more than your assigned goal would inspire your donors. Plus, we want to thank you for exceeding your goals by hooking you up with special Paceline swag that only high fundraisers can have:

# Commitments

## Level One Fundraising Incentive Jersey \$1500

Once you raise \$1500, in addition to the swag you receive as a Rider, you will also receive a special, Paceline branded jersey that only \$1500 fundraisers are eligible for.



## Level Two Fundraising Incentive Jersey \$2000

Once you raise \$2000, in addition to the swag you receive as a Rider, you will also receive a special, Paceline branded jersey that only \$2000 fundraisers are eligible for.



## Level Three Fundraising Incentive **PACESETTER** Status \$3000

Pacesetter status is reserved for Riders and Virtual Riders who raise at least \$3000 by Ride Weekend. Pacesetters will receive special recognition during event weekend, a branded jersey that only Pacesetters are eligible for, and a special branded Paceline gift.



# PACESETTER

# Fundraising Step 1: Getting Started

Immediately after registering for Paceline, you need to customize your rider profile. If you are a team captain, you will need to update your team page to reflect your overall team. This is important because this is where you will tell your story for donors to see. All of this can be found when logged in under *Manage My Page*. Once you have your page(s) set up, you can then begin to reach out to your friends, family, and colleagues for donations.

# Fundraising Step 2: Ask

When you are logged into your fundraising Paceline page, under *Manage My Page*, you will see *Raise at Least \$\$\$* in the navigation menu. Here, we have outlined 3 automated steps to help you fundraise:

1. **Make Your Donation:** When you make a donation on your page, it communicates your commitment to the cause. It also sets the donation amount precedent and influences how much the next person is likely to donate.
  
2. **Ask Your Friends:** Here, you can ask your friends to donate using some of our tools to help you compose the message and send it out using email, Facebook, Twitter, or even text message. When it comes to developing the ask for donations, we recommend the following:
  - a. **Do a soft launch:** Ask the people that you are sure will donate first so you can build momentum.
  - b. **Make the ask personal for you:** We all have a reason to ride! Emphasize what Paceline means to you personally. Why have you chosen to participate and what do you hope to accomplish?
  - c. **Make it personal for your donor:** While making a general post about raising money can be helpful, you will want to be more targeted with your ask. Direct the asks to specific friends and family using email, Facebook, or Twitter. Personalize the ask and make them care about Paceline too!

3. Thank Your Donors: When someone donates to you online, they will automatically receive an acknowledgement from Paceline. We recommend sending each donor a personal thank you email first, then adding a public call out on Facebook or Twitter in addition to the personal note.

## Fundraising Step 3: Host a Fundraiser

When logged into your fundraising profile, under *Manage My Page*, there is the option to host your own fundraising event to help towards your goal. You can choose from one of our event ideas or use your imagination and do something else! All funds raised through your event page will roll up to your fundraising total on your participant page and, if you are on a team, to your team's page as well. Below are some creative fundraising examples from our very own Paceline Riders:

### Rewards for Donations

2019 Rider Thom exceeded his fundraising goal by offering different rewards and gifts for different donation amounts. Some of the rewards included home-roasted coffee, homemade hot sauce, rides on the "Boost Bust," guided bike rides, and high fives! He created a few images of the rewards with the associated donation amounts and promoted his fundraisers on social media

With a little humor and creativity, you can easily put the "fun" in fundraising. Think about skills and hobbies you already have and use that to meet and exceed your fundraising goals.



## Candy Sales

A 2019 Paceliner exceeded her fundraising goal by selling chocolate candy and other treats at work! Simply make a small flyer and have the candy on display with a donation jar. Small amounts add up, and you can reach your goal quickly with minimal effort.



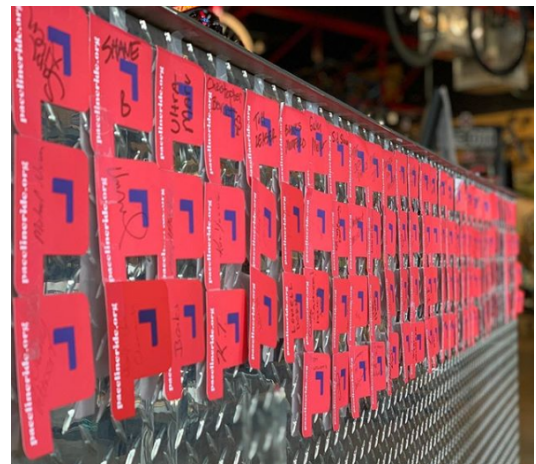
## \$5 Holla Event



A 2019 Virtual Rider exceeded her fundraising goal by hosting a '\$5 holla' event at her workplace where she brought in gently used clothing and shoes for coworkers to purchase. This idea also works well for Facebook yard sales and local vendors that purchase and resale gently used clothes.

## Donation Cards

A 2019 Paceline Team took full advantage of the shop store front and would ask customers as they were checking out if they would like to make a donation to their Paceline team. As customers donated, they would write their name on the Paceline card and display it in the store for everyone to see.





## Co-Branded Merch Sales



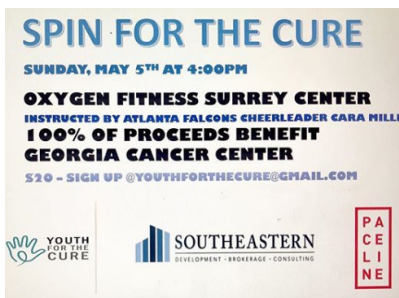
A 2019 Team created co-branded Paceline cycling shops and sold them to customers, promoting that 100% of proceeds went to their team's fundraiser. Take advantage of our brand and create something fun and unique to sell for your team's fundraising goal. Another Paceline Team also created t-shirts to sell and support their fundraiser.

## Spinning Records for the Cause

The best fundraising advice we can give is to have fun! 2019 Paceliner took a hobby he already does and enjoys to help fundraise for Paceline. During the month of March 2019, 100% of his DJing proceeds went to the his fundraiser. From a couple of parties and a wedding, he exceeded his goal.



## Host Events



One of the Paceline teams hosted several events for their fundraiser, including a spin class, Spin for the Cure, and an art show/sale, The Art of Giving. Hosting an event is a great way to get people involved with your team and Paceline.

## Photography



A 2019 Pacelineer used his passion for photography to help exceed his fundraising goal. In lieu of payment, he asked his clients to donate to his Paceline fundraiser. His clients got great pictures, he got to build his portfolio, and money was raised for the Cancer Center. This fundraising idea is definitely a win-win-win!

## More Creative Fundraising Examples

1. Host a trivia game night fundraiser
2. Organize a bake sale, pancake breakfast, or community car wash with your friends
3. Brainstorm ideas to fundraise by helping your neighbors – cutting grass, taking down holiday decorations/lights, fixing dinner
4. With your employer's support, ask everyone at work to donate to your profile to participate in "jeans" day or "hat" day at work
5. Host an outdoor movie night for your friends; borrow or rent a projector and ask your friends to donate to your cause for admission
6. Get the kids involved! Have them lead a lemonade stand at the park or host a kid's neighborhood bike race for donations
7. Coordinate with a bar or restaurant and ask them to support your goal by placing 20% of sales to your profile; invite your friends and family
8. Host a breakfast at your company in lieu of donations
9. Work with your local gym and see if they would allow you to use their space to host a tournament, class, or spin-a-thon and sell tickets
10. Host events and parties during peak times, like St. Patrick's Day; host a party, serve some green drinks, and get donations
11. Seek out sponsors and offer to place their logo on your jersey for donations
12. Use talents you already have to start a freelance project for donations, like photography, writing/editing, or crafting
13. Ask your network and local businesses if they have items they could give to auction for donations

# A Final Note on Fundraising...

With this toolkit in hand, we feel confident you can accomplish your fundraising goals! However, if after reviewing this fundraising toolkit, you still feel stumped about your fundraising plans, please give us a call! We want you to be successful in reaching your goals, and sometimes a brief conversation can help brainstorm some fundraising ideas that speak to you. Let us know if you are hosting an event or team fundraiser. We might surprise you and participate!



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