



Fundraising Toolkit

**A Guide to Using Training
and Social Media to Fundraise**

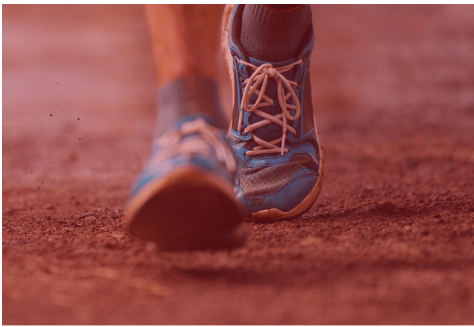


Welcome

The power of social media when it comes to fundraising can be a game-changer! Last year, during Paceline Weekend, we saw the highest volume of donations come through. While we are not gathering for a physical event this year ([learn more here](#)), we want to help you be successful in your efforts. In this toolkit, you will find tips and tricks to specifically help you fundraise during your training and during an activity on PaceDay Unchained October 24th.

Active Suffering

Active suffering is the idea of choosing to physically challenge yourself for something greater. Whether you choose to run, ride, swim, or walk, you can use your activity of choice to communicate with your friends, colleagues, and family to ask for support for your fundraising goal. Below are some suggestions on how to make the most of your active suffering for fundraising. Again, you can choose any activity (the sky is the limit!), but the below suggestions will use cycling as an example for the purposes of this guide.



Set the Pace to End Cancer.

Step 1: Set a physical goal.

We encourage you to do something that you feel safe and comfortable doing, but to also set a bit of a challenge for yourself. You will want to set a time frame around your physical goal as well. This will be important for communicating with your donors. Examples of physical goals for cycling could be a variety of things. Below are some examples:



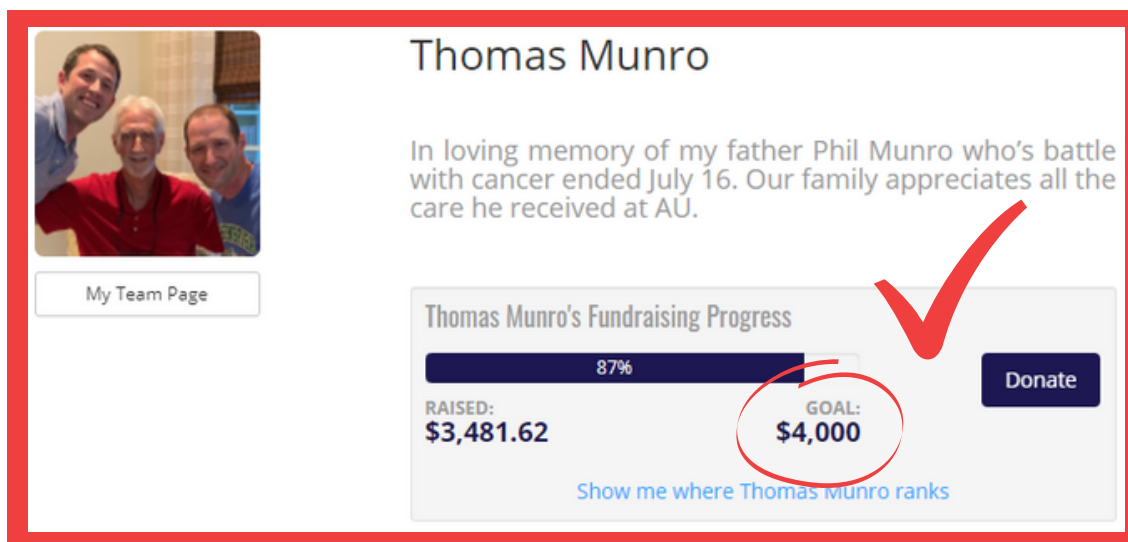
- "Between August 24th and PaceDay October 24th, I plan to ride 500 miles on my bike."
- "I plan to go for a bike ride every day in the month of October."
- "On PaceDay, I plan to ride 30 miles."

You can set as many goals as you would like, and we encourage you to set a training goal and a goal for an activity on PaceDay.



Step 2: Set a fundraising goal.

Alongside your physical goal and timeline, you should also create a fundraising goal. Remember 100% of every dollar raised supports research at the Georgia Cancer Center, and funding is needed now more than ever. Be ambitious with your fundraising goal as well. You don't want to reach it too early, and you want to keep your donors engaged to keep giving. Plus, we want to keep you encouraged to keep fundraising and have awesome [fundraising incentives to thank you for your efforts here](#). Be sure to update your physical and fundraising goals on your Paceline profile.



Step 3: Announce your physical and fundraising goals to your network.

Get creative and announce your goal to your network and ask them for support. You can log into your [Paceline profile](#) here and under "Manage My Page," you can access email, text and social media templates that will populate your fundraising link automatically. You can further customize these templates with your goals, and use these tools to announce your plan. Also, be sure to post your goals on social media and tag @pacelineride. Below are an example and some tips on how to record a video announcing your goals:



Why I Set the Pace Video Instructions

Prep

20-60 second video: Whether it's footage of you riding, running or telling your story, we would love to share why you set the pace to end cancer.

STEP
01



STEP
02

Setting

Choose a quiet space so that you can be heard. Try to avoid a busy background and sport your Paceline swag if you can.

Action

Whether you or a friend records the video, we only ask that it is horizontal. We are also happy to help record if you would like! Just email ewhatley@pacelineride.org if you need some assistance.

STEP
03



STEP
04

Submission

Send your video to ewhatley@pacelineride.org.

We would love to share your video on our social channels, as well as during our PaceDay 2020 live stream celebration.

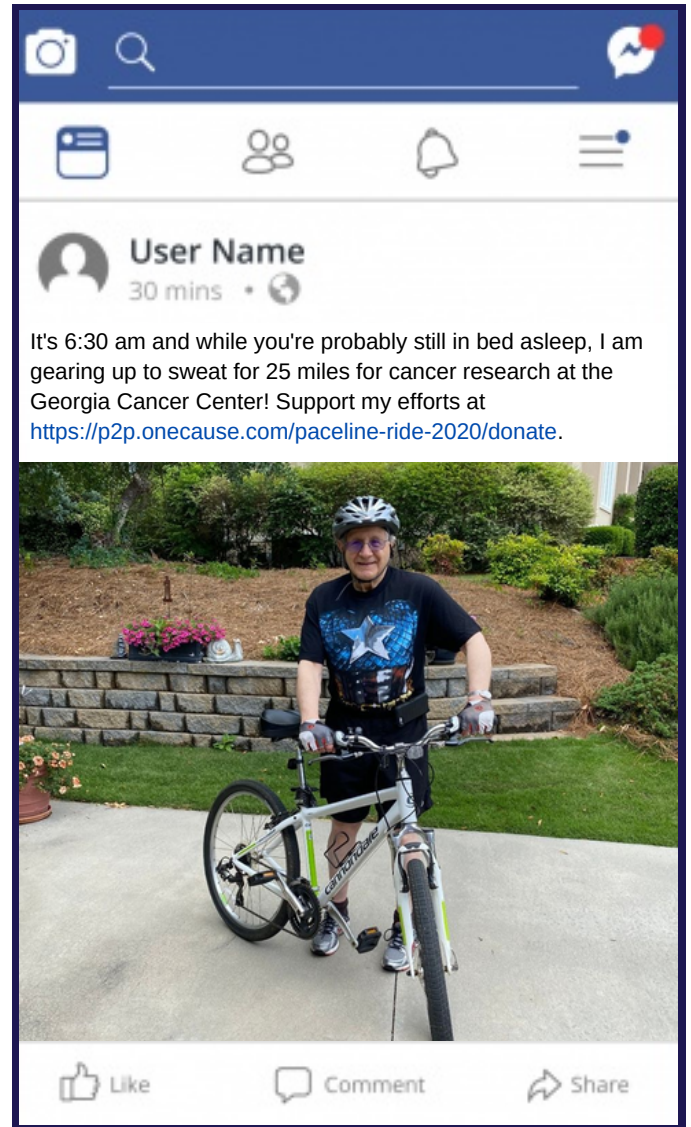
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Step 4: Post updates of your training efforts on social media and to your network.

Everytime you set out to train, use this as an opportunity to promote your active suffering for the cause. be sure to take pictures and video to post on social media and to send to your network who are not active on social media. Going live on social media before, during and/or after your rides is also a great way to raise awareness of what you are doing. You can also post updates directly in your Paceline profile. Below are some suggestions you can use to help framework your active suffering the mission:

- Dedicate each training ride to someone of something related to the mission:
 - "This ride is dedicated to my mom who has faced cancer. It may be hot and hilly, but I plan to ride 10 miles today in honor of her battle. You can support my efforts at pacelineride.org (insert your Paceline profile link)." Always remember to include your link with each post.
- Ride a certain amount of time or miles based on a cancer statistic:
 - "The average chemotherapy treatment last 3.5 hours, so today, I plan to ride 3.5 hours in honor of all of the patients who have had to undergo chemotherapy." (insert link to Paceline profile)
- Post updates along the way and tie them with the reason you ride:
 - "I am 25 miles into my 50 mile ride, and I'm definitely feeling a little tired now. I'm stopping for a quick snack, and then I will continue to finish the 50 miles. While I am feeling tired now, I am thinking of everyone who has gone through cancer and how tired they must have felt at times. I am finishing this ride today for them." (insert link to Paceline profile)



Some other suggestions of content to capture during your active suffering include:

- Start of the ride.
- Why you're riding today. Maybe dedicate a ride to friend, family member or donor.
- Why you ride with Paceline in general.
- Progress halfway through the ride.
- Once the ride is completed.

Try to post each training ride you complete and tag @pacelineride. We would love to re-share your journey.



Step 5: Engage on PaceDay October 24th.

PaceDay 2020 is the day we have all been working towards together. Set a specific goal on PaceDay to conclude your fundraising efforts and physical goal. Reach out to your audience, and similar to the training rides, post updates during the duration of your active suffering and encourage support. If you are close to your fundraising goal, tell your audience! Today is the day to get their support.

Step 6: Thank.

When someone donates to you online, they will automatically receive an acknowledgement from Paceline. We recommend sending each donor a personal thank you phone call, note or email first, then adding a public shout out on Facebook or Twitter in addition to the personal note. Be sure to thank your donors throughout your journey and again at the end of PaceDay 2020.

Suggested Physical Challenges

Below are some suggestions for physical activity that is mission related. Remember, with PaceDay Unchained, you can do any activity of choice:

Most cancer patients receive at least **6 months** of treatment or longer depending on type of cancer and response. Normally, treatment is one day a week, but some treatments require a patient to come **5 days** in a row.

- Challenge yourself to do an activity for **5 days** in a row each week in honor of patients who must undergo cancer treatment. This could be riding a bike, running, walking, swimming, yoga, kayaking, tennis, any kind of activity that encourages you to move.

The average chemotherapy treatment time is **3.5 hours**.

- Challenge yourself to a **3.5-hour** activity in honor of patients who must endure chemotherapy. This could be riding a bike, running, walking, swimming, yoga, kayaking, tennis, any kind of activity that encourages you to move.

At the Georgia Cancer Center, an average of **60 patients** receive treatment in the infusion suite each day.

- Challenge yourself to doing **60 minutes** of activity each day in honor of the patients treated daily in the infusion suite at the Georgia Cancer Center.

There are currently approximately **70 clinical trials** open for accrual with others being developed at the Georgia Cancer Center. As an academic medical center, the Georgia Cancer Center in Augusta, GA is actively involved in cancer research for cancer patients. Clinical trials evaluate new approaches aimed at improving various aspects of cancer care in a well-structured, carefully designed and monitored approach. Clinical trials offer new alternatives for the management of cancer therapy and frequently participation in a clinical trial offers the best outcome for patients.

- Challenge yourself to complete **70 minutes** of activity for the number of clinical trials open for enrollment currently at the Georgia Cancer Center.



An estimated 55,190 Georgians will be diagnosed with cancer this year according to the American Cancer Society Cancer Statistics Center. That is an estimated 151 new cancer cases diagnosed in Georgia each day.

- Challenge yourself to walk, run, or ride 151 miles by October 24th or
- Complete 151 minutes of activity each week leading up to October 24th.

Also, while we want you to tune into the virtual celebration on October 24th for PaceDay, we encourage you to participate in an activity of choice on that day. Below are some suggestions of activities you can participate in on PaceDay.

- Ride 25 miles on a route of your choice.
- Ride 45 miles on a route of your choice.
- Ride 100 miles on a route of your choice.
- Complete Paceline's Zwift ride (details on how to participate to come).
- Ride on a stationary bike.
- Walk/Run a 5k.
- Walk/Run a 10k.
- Walk/Run a half marathon.
- Walk/Run a full marathon.
- Complete an hour of yoga, meditation, Pure Barre or Pilates.
- Kayak for an hour.
- Go for a swim.
- Go for a hike.
- Any activity you can think of that is not listed!

Post about your activities, keep your donors updated on your progress, and tag @pacelineride on social and use the #PaceDay2020.

Cancer doesn't stop. Neither do we.

Remember anyone from anywhere can participate in PaceDay 2020 Unchained. There is no fundraising minimum and registration is free, so invite your friends and family to join you. Together, we can cure cancer faster.



We want to hear from you...

If you have any questions or need help with anything, please don't hesitate to reach out to the Paceline team. We miss you and can't wait to physically ride together again.



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