

# Fundraising TOOLKIT



**PaceDay**  
2021

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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.

### 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	Fundraising Goal
25 Miles	\$300.00
45 Miles	\$400.00
100 Miles	\$400.00
Young Adult 25 Miles	\$250.00
Young Adult 45 Miles	\$250.00
Young Adult 100 Miles	\$250.00

*\*Please note: 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!



## Incentives

### Incentive Level 1: \$500.00

If you fundraise \$500, you will receive special branded Paceline socks.



### Incentive Level 2: \$700.00

If you fundraise \$700, you will receive special branded Paceline socks and a Paceline croakie.



### Incentive Level 3: \$1,000.00

If you fundraise \$1,000, you will receive special branded Paceline socks, a Paceline croakie, and a PaceDay 2021 hat.



### Incentive Level 4: \$1,500.00

If you fundraise \$1,500, you will receive special branded Paceline socks, a Paceline croakie, a PaceDay 2021 hat, and a \$1,500 fundraising jersey.



### Incentive Level 5: \$2,000.00

If you fundraise \$1,500, you will receive special branded Paceline socks, a Paceline croakie, a PaceDay 2021 hat, and a \$2,000 fundraising jersey.



### Incentive Level 6: \$3,000.00

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.



**PACESSETTER**



## 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 *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 *Dashboard*, you will see several options to help with your fundraising efforts. 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 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 to illustrate why supporting cancer research is so important!
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.



## Sample Rider Letter/Email to Ask for Donations

Did you know that it often takes 3 asks to receive 1 donation? People get busy and often need a reminder. Ask at the beginning of the campaign and then mark your calendar to ask again. Remind people of your goal and fundraising deadline.

While your Paceline account has built in sample communications that you can customize, below are some examples of additional communications to aid in your fundraising efforts.

### Ask #1: Donation Solicitation

#### Subject Line: Will You Support Me?

I'm fundraising to support Paceline's mission to cure cancer faster through my participation in the 2021 Paceline Ride Weekend. **100% of all fundraising supports critical research and survivorship at the Georgia Cancer Center.**

Will you support me and my efforts to help cure cancer faster?

As you may know, *[insert your personal reason for riding here]*.

My goal is to raise *<INSERT \$ GOAL>*, I hope you'll consider donating to help me reach it! My personal fundraising page is *[LINK TO PERSONAL FUNDRAISING PAGE]*.

Cancer impacts all of us, but because of organizations like Paceline, we can make a difference in research happening right here in Georgia!

Thank you for supporting my goal of curing cancer faster with Paceline!

*[LINK TO PERSONAL FUNDRAISING PAGE]*

Thank you,  
*[NAME]*

### Ask #2: Donation Reminder

#### Subject Line: There is still time to donate to my Paceline Ride!

I'm getting closer to my goal, but I need your help!

As you may know, I'm fundraising to support Paceline's mission to cure cancer faster through my participation in the 2021 Paceline Ride Weekend. **100% of all fundraising supports critical research and survivorship at the Georgia Cancer Center.**



So far, I've raised \$[AMOUNT RAISED TO DATE], but I need your help to reach my fundraising goal of \$[FUNDRAISING GOAL] before [DEADLINE DATE HERE]. Will you support my efforts to help cure cancer faster?

To donate, please go to [PERSONAL FUNDRAISING URL]

Thank you for your support of the Paceline mission and my ride!

[NAME]

My Personal Fundraising Page: [ENTER PERSONAL FUNDRAISING URL]

### **Sample Donation Thank You After Event**

**Subject Line: Thank you for helping us cure cancer faster!**

[First Name],

Thank you so much for your generous donation towards my/our Paceline team! **100% of your donation will fund critical research and survivorship at the Georgia Cancer Center.**

With your help, we were able to surpass our goal and raise a total of [TEAM FUNDRAISING TOTAL]. Thank you again for your support! We couldn't have done it without you!

Thank you,

[Name]

*If you'd like to learn more about Paceline and how you can get involved, visit [PacelineRide.org](http://PacelineRide.org).*



## Step 3: Fundraise with 10 Weeks of Fundraising Ideas

### Week 1

**Use your online fundraising page.** Personalize your fundraising page and then share the link on all of your social media channels. Ask your friends and family to donate. Add your fundraising link to the signature of your personal and professional email accounts.

### Week 2

**Write an email about why you are riding and send it out to friends, family members, colleagues, etc.** Remember: The bigger your mailing list, the more money you'll raise. Content of email: Fundraising Goal, Fundraising Deadline, Paceline Mission. Share a mission moment with your donors and potential donors.

### Week 3

**Look into matching-grant programs.** Find out if your company has a matching-gifts program and be sure to include a request for company matches to anyone you ask to donate.

### Week 4

**Tell 10 new people about Paceline.** Explain to them why you participate and ask if they will contribute toward your fundraising efforts. Ask them to share your efforts with 5 additional people as well.

### Week 5

**Hold your own fundraising event.** Hold your own live or silent auction, host a backyard BBQ, or have an internal company event. Use the Third-Party DIY Kit with branded signage to make sure people know that proceeds from your event benefit Paceline and the Georgia Cancer Center.

### Week 6

**Set a goal to raise \$1,000 or more.** How? It's easier than you think! Let people know your goal and you might be surprised at how quickly they support you. Let them know how important it is to you to reach your goal and keep them updated on your progress!

### Week 7

**Follow up on your email.** Call or send an email reminder to the people you sent the original email to (and anyone you might have forgotten!) Let them know that Paceline Ride Weekend is coming up and you need their help to reach your goal! Share with them how much you've raised to date and let them know you are still raising money. Remind them of the deadline and create a sense of urgency. Share a mission moment with your donors and potential donors.





### **Week 8**

**Host a Brown-Bag Day at work.** Have employees/co-workers bring a brown-bag lunch and donate the cost of what they would have spent at the cafeteria or a restaurant to your team. You can provide drinks, dessert and/or music to create a fun atmosphere.

### **Week 9**

**Follow-up, Follow-up, Follow-up.** It can take 3 asks (or more!) to get a Yes. People plan to donate but get busy and need another friendly reminder. Follow-up with your potential donors today. Remind them you have one more week for fundraising, include your goal, and current amount raised. Create a sense of urgency and excitement in your donors!

### **Week 10**

**Celebrate! It's Ride Week!** Share one final reminder on your social media channels. Push to surpass your personal goal or share your team goal. Thank everyone who has donated to date. Share a mission moment with your donors and potential donors.

*If you are interested in hosting a DIY fundraising event that you would like Paceline to promote for participation, please email [ewhatley@pacelineride.org](mailto:ewhatley@pacelineride.org) with the event details.*



## 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 would love to participate!



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