



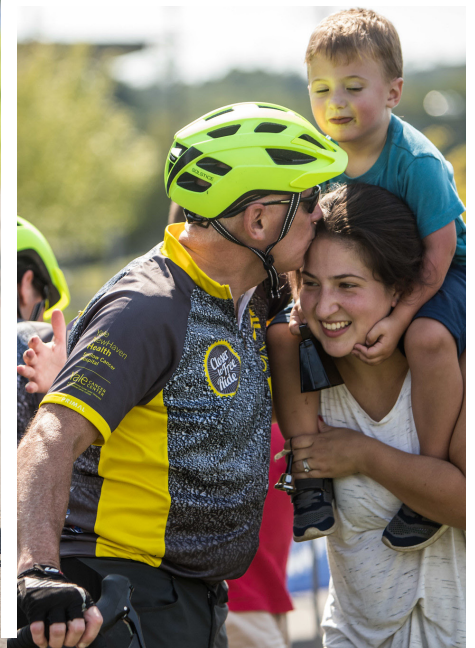
2023 CLOSER TO FREE FUNDRAISING GUIDE



2023 Closer to Free Fundraising Guide

We're excited that you've chosen to be part of the 2023 Closer To Free Ride!

As a member of our community, we're here to help you meet your fundraising goals and help us raise crucial funds for Smilow Cancer Hospital and Yale Cancer Center. LET'S GET STARTED!



Pro-Tips for Easy Fundraising Success



CUSTOMIZE YOUR ONLINE FUNDRAISING PAGE.

This is an easy one and should take you no time at all. Upload a photo to your online fundraising page as well as the story of why you're riding this year. When people come to your page, they will be inspired by your words and much more likely to donate.

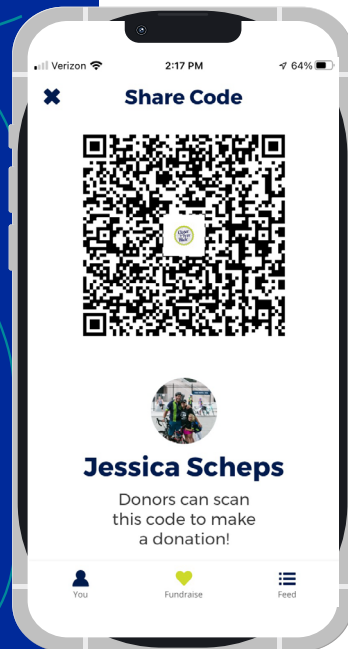
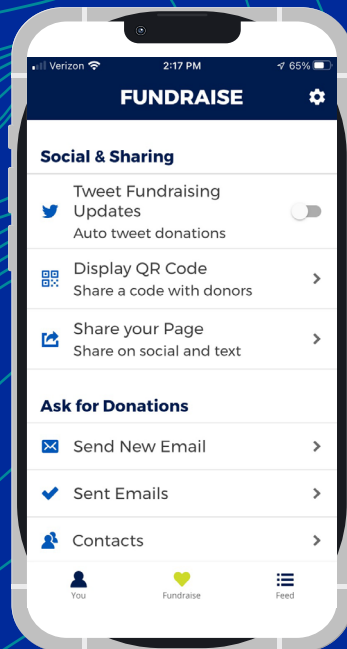
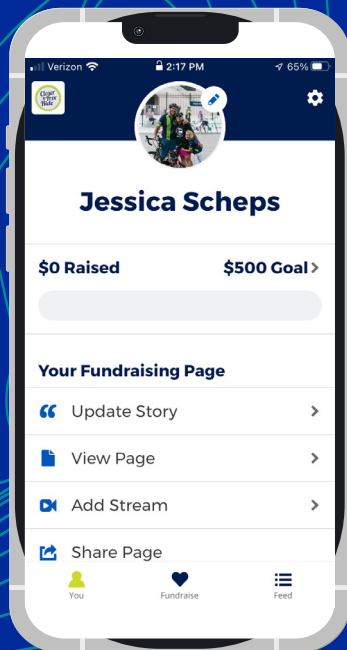
MAKE AN "ASK" LIST OF EVERYONE YOU KNOW.

Really, everyone. Your family, your co-workers, your high school boyfriend, your barber, your mechanic, your daughter's best friend's mother, everyone. Send a Facebook message, an email, a snail mail or drop off a letter to every one of them. You never know where your greatest support might come from, because you don't know who in your community has been touched by cancer.

USE YOUR SOCIAL MEDIA NETWORK TO SPREAD THE WORD THAT YOU'RE RIDING.

If you haven't noticed, everyone is using social media these days...even Grandma! So spread the word about your Ride and your goals on as many platforms as possible. Be sure to provide a link to your personal fundraising page so it's easy for people to make a donation.





REMIND! On average, it takes three requests for Americans to make a charitable donation. Do not be shy about sending a follow-up email, continuing to post on social media, or even sending a repeat text to remind your friends and family to donate.

USE THE CTF RIDE APP to fundraise and train on the go! The app has a direct connection to your Closer to Free Ride fundraising page and dashboard. It's never been easier to fundraise **or track your activity!** The app features the ability to:

- **Update your fundraising page directly from the app**
- **Display a personal QR code to ask for donations**
- **Send donation asks, thank yous and follow ups**
- **Motivate people to support you through milestones and donor incentives**
- **Track your individual or team fundraising journey and impact**

To download the app go to rideclosertofree.org/app.

MAKE SURE YOU THANK EACH AND EVERY ONE of your donors after the Ride. That also helps seed the idea that you might be back to ask for their support (or invite them to join you!) again next year.

Add Milestones and Incentives to your CTF fundraising page

Get your donors engaged and involved in your fundraising journey!

MILESTONES

Create your own fundraising mini-goals to inspire your donors with actions or tasks! Donors have the option of contributing directly to your milestone to help reach the mini-goal while working towards reaching your overall fundraising goal.

Add a milestone moment, such as:

\$250: I'll post a goofy video of myself dancing

\$1000: I will wear a chicken costume to work all day!

\$3000: I will dye my hair CTF blue and green!

You can edit and/or add milestones at any time.

Go into "Your Page" and click "Add an Incentive" after logging into your Ride account.

Get creative and make it fun! What are your unique capabilities and talents, and how can you turn that into a very special thank you for your donors?

INCENTIVES

Let your donors also be the prize winners! Send your donors an incentive when they donate a certain amount to you. Showcase your talents or offer to help with household chores. This does not have to be something you buy for them (although it can be!). The possibilities are endless!

Some ideas:

\$25 donation: Personal thank you and photo on my Instagram page

\$50 donation: I'll bake you cookies

\$100 donation: A scarf knit by yours truly

\$500: I will mow your lawn

\$1000: I will cater a dinner party for 6 at your home

Go into "Your Page" and click "Add an Incentive" after logging into your Ride account.



Communicating early and often is key.

The more communication the better when it comes to peer-to-peer fundraising. Ask early, and ask often for donations. Also, remember to cast a wide net. You'll be surprised by how many people will donate to a cause if they receive the right ask. Here are a couple of sample communications to get you started.

Donation Ask:

Dear First Name,

I'm excited to let you know that I have committed to riding [insert mileage goal] on September 9th as part of the 13th annual Closer to Free Ride for Smilow Cancer Hospital.

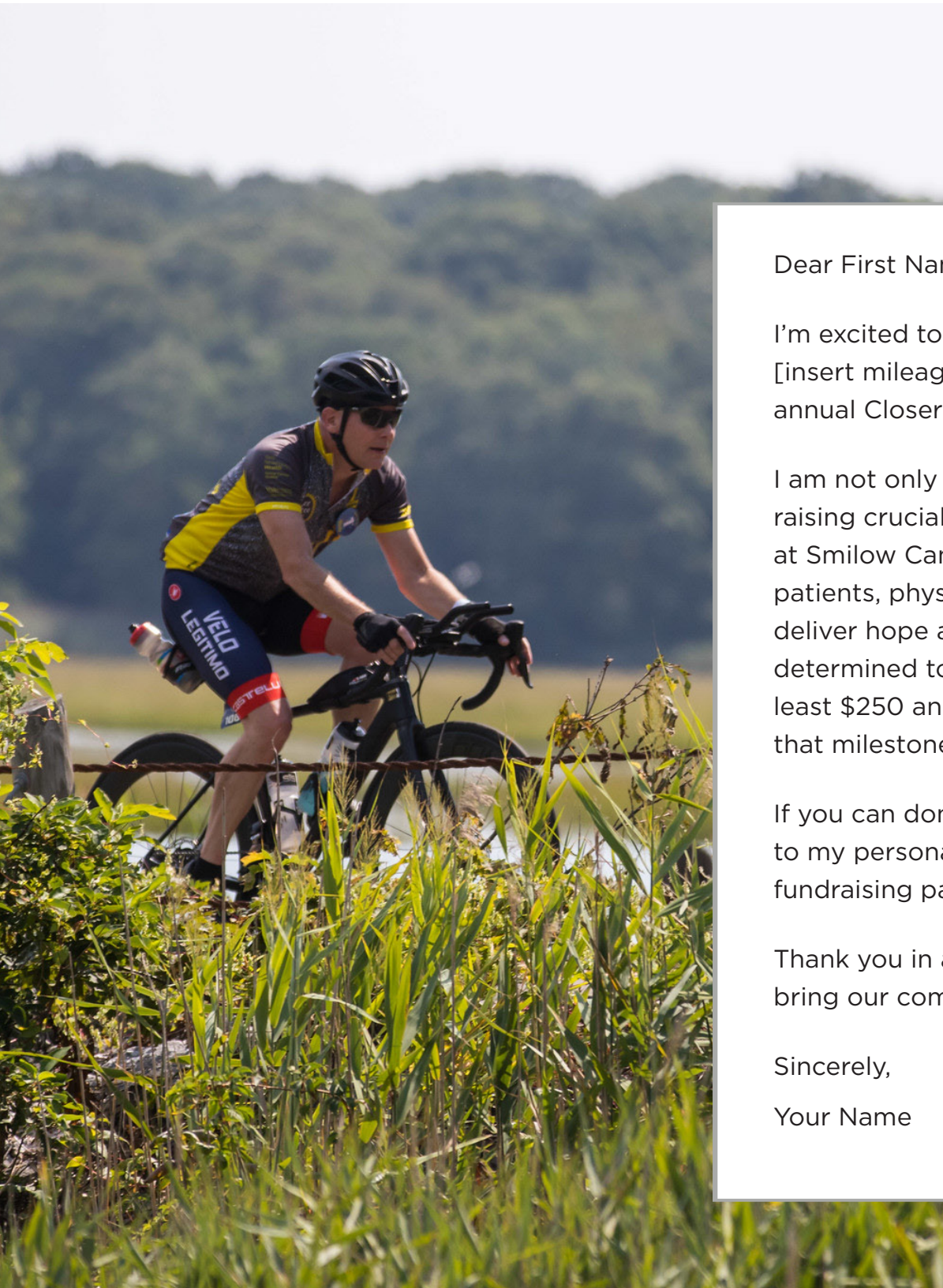
I am not only riding XXX miles but I am committed to raising crucial funds to support patient care and research at Smilow Cancer Hospital and Yale Cancer Center. The patients, physicians, nurses and frontline staff need us to deliver hope and support now more than ever and I am determined to help in any way I can. My goal is to raise at least \$250 and I hope you'll help me reach (or even exceed) that milestone.

If you can donate any amount at all, please follow this link to my personal fundraising page: [Insert personal fundraising page URL].

Thank you in advance for your support and for helping to bring our community Closer to Free.

Sincerely,

Your Name



Fundraising Update:

Dear First Name,

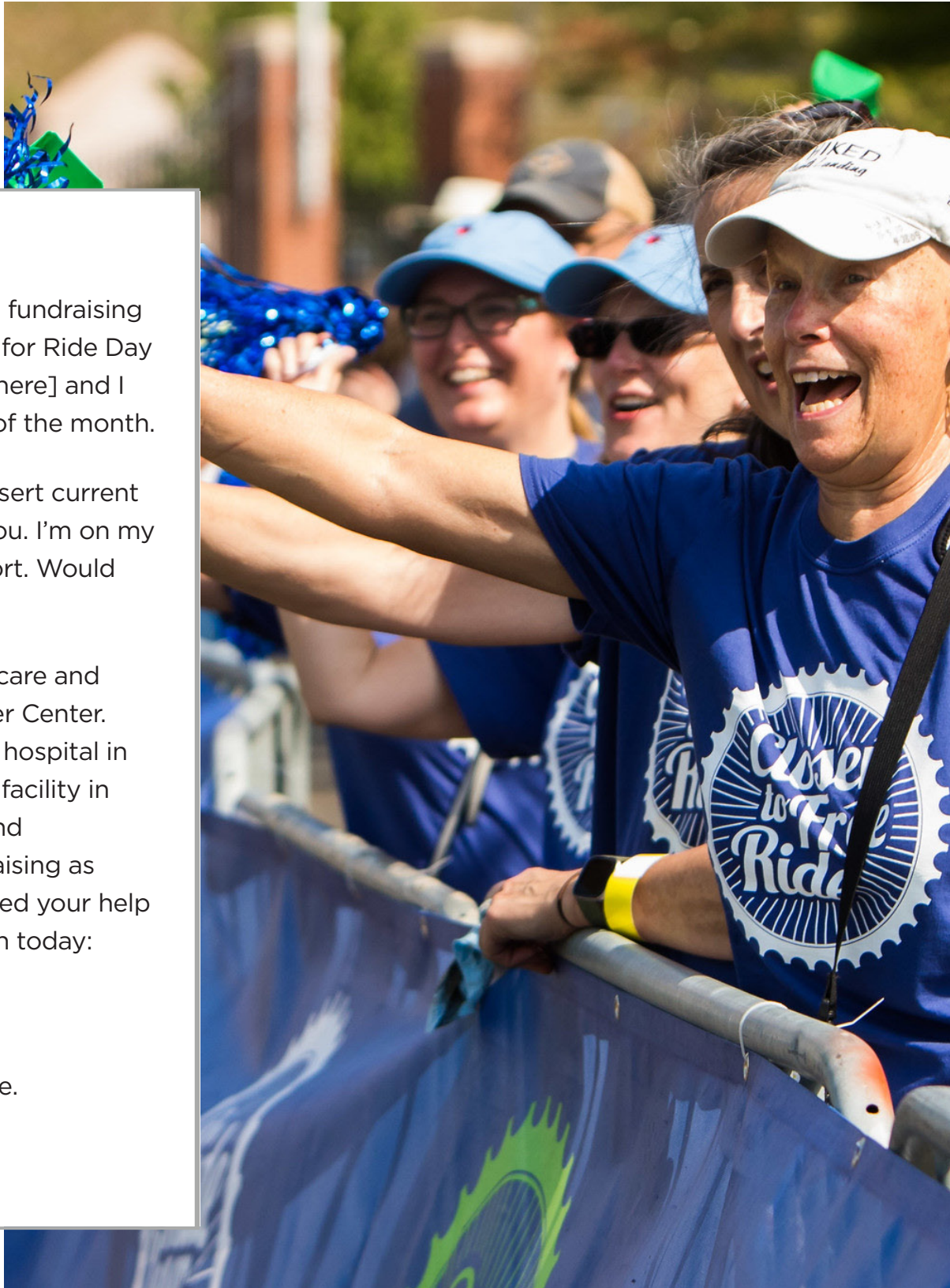
I'm writing today to update you on my training and fundraising progress for the 2023 Closer to Free Ride. Training for Ride Day is going well. I have already ridden [insert mileage here] and I plan to ride [insert additional mileage] by the end of the month.

In addition to training, I have successfully raised [insert current fundraising total] thanks to generous donors like you. I'm on my way to reaching my goal, but still need more support. Would you consider donating to my Ride today?

100% of the funds I raise will go directly to patient care and research at Smilow Cancer Hospital and Yale Cancer Center. Smilow treats more cancer patients than any other hospital in Connecticut and is the only comprehensive cancer facility in the Northeast - bringing together both inpatient and outpatient care in one hospital. I'm committed to raising as much as I can for this incredible institution and I need your help to do so. Click the following link to make a donation today: [Insert personal fundraising page url].

Thank you in advance for your support.
You are helping bring our community Closer to Free.

Sincerely,
Your Name



GET SOCIAL!

Everyone is online these days so let's meet our donors where they are. Use social media to spread the word about your Ride and fundraising goals. Post on your social accounts often, and do not be afraid to ask! Always use **#CTFRide**



Share posts and stories, go live, create reels, and be sure to add your fundraising page link in your bio! Always say "link in bio" whenever you post!



Create videos on TikTok to share why you Ride, ask for support, and ask others to join you. Create your own video challenge, dance, etc. Add your fundraising page link in your bio and always mention the link in your videos!





THANK YOU FOR
BRINGING US
CLOSER TO FREE

Still have questions?
Reach out to us at rideclosertofree@ynhh.org
or 203.200.CTFR (2837)