



2024 FUNDRAISING GUIDE



We're excited that you've
chosen to be part of the 2024
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!**



Important Dates

Keep these dates in mind as you start your fundraising journey!

- 📅 **August 15**
Final day to mail-in donations to meet minimum
- 📅 **August 15**
Final day to qualify for Team Rewards
- 📅 **August 22**
Final day to qualify for Individual Fundraising Rewards (to be mailed pre-event)
- 📅 **August 22**
Final day to qualify for Home Check-in (for in-person Riders)
- 📅 **August 30**
Deadline to move/allocate team money to members
- 📅 **September 3**
Fundraising commitment due by 11:59pm
- 📅 **September 4**
Fundraising balances due charged
- 📅 **September 6**
Pre-Ride check-in for all in-person Riders (not receiving Home Check-in)
- 📅 **September 7**
RIDE DAY!
- 📅 **September 30**
Fundraising closes & final day for Fundraising Rewards qualification



Fundraising Reward Levels

Get rewarded for your efforts! Earn some amazing CTF swag while raising money for Smilow Cancer Hospital and Yale Cancer Center.

ALL IN-PERSON RIDERS

Official 2024 Closer to Free Cycling Jersey



\$500 for Remote Riders

RIDER REWARDS



\$1,000

Home Check-In



\$2,000

Mophie Power Bank



\$3,000

Corkcicle Canteen, Premier Circle Jersey, Free Reg. for 2025, Post-Ride Recognition Event



VOLUNTEER REWARDS



\$100

Sunglasses



\$250

Fanny Pack



\$500

Backpack

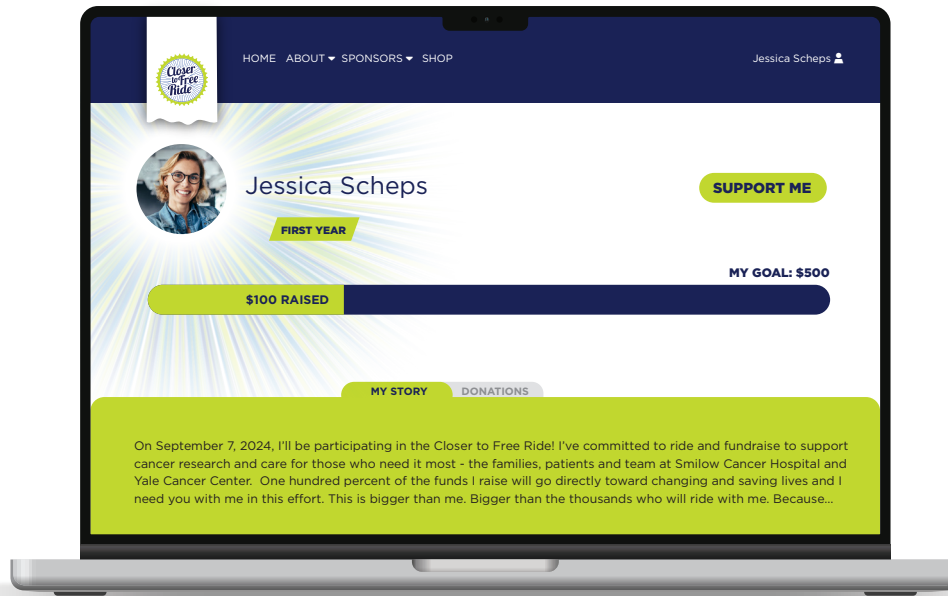


\$35,000+

Finish Line Signage
August 15 deadline

TEAM
REWARD

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.

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

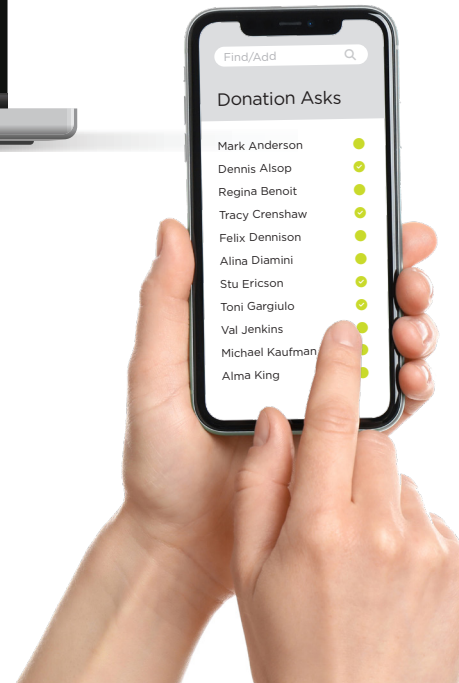
If you haven't noticed, everyone is using social media these days...even Grandma!

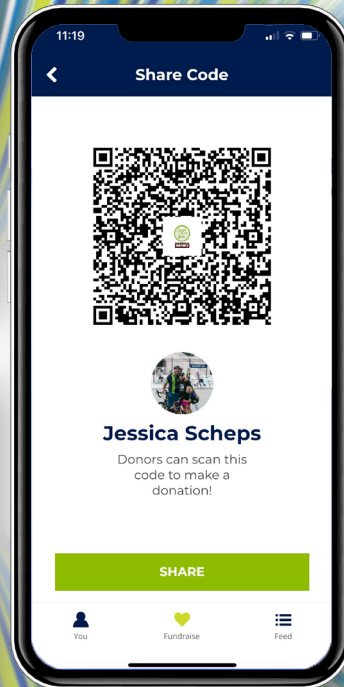
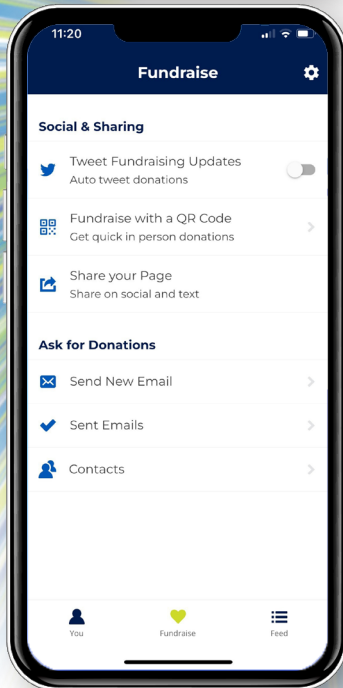
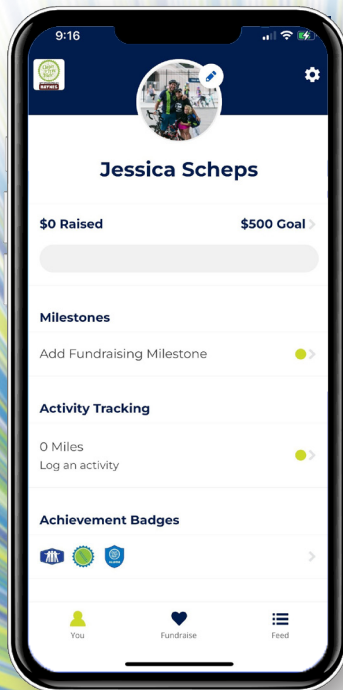
So spread the word about your Ride and your goals on as many platforms as possible. Be sure to provide a link to your personal fundraising page so it's easy for people to make a donation.



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.





REMIND!

On average, it takes three requests for people 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/rideapp

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!

\$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 a milestone" 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: Photo & thanks on your Instagram page

\$50: I'll bake you cookies

\$100: A scarf knit by yours truly

\$500: I will mow your lawn

\$1000: I'll cater a dinner for 6 at your home

You can edit and/or add incentives at any time. Go into "Your Page" and click "Add an Incentive" after logging into your Ride account.

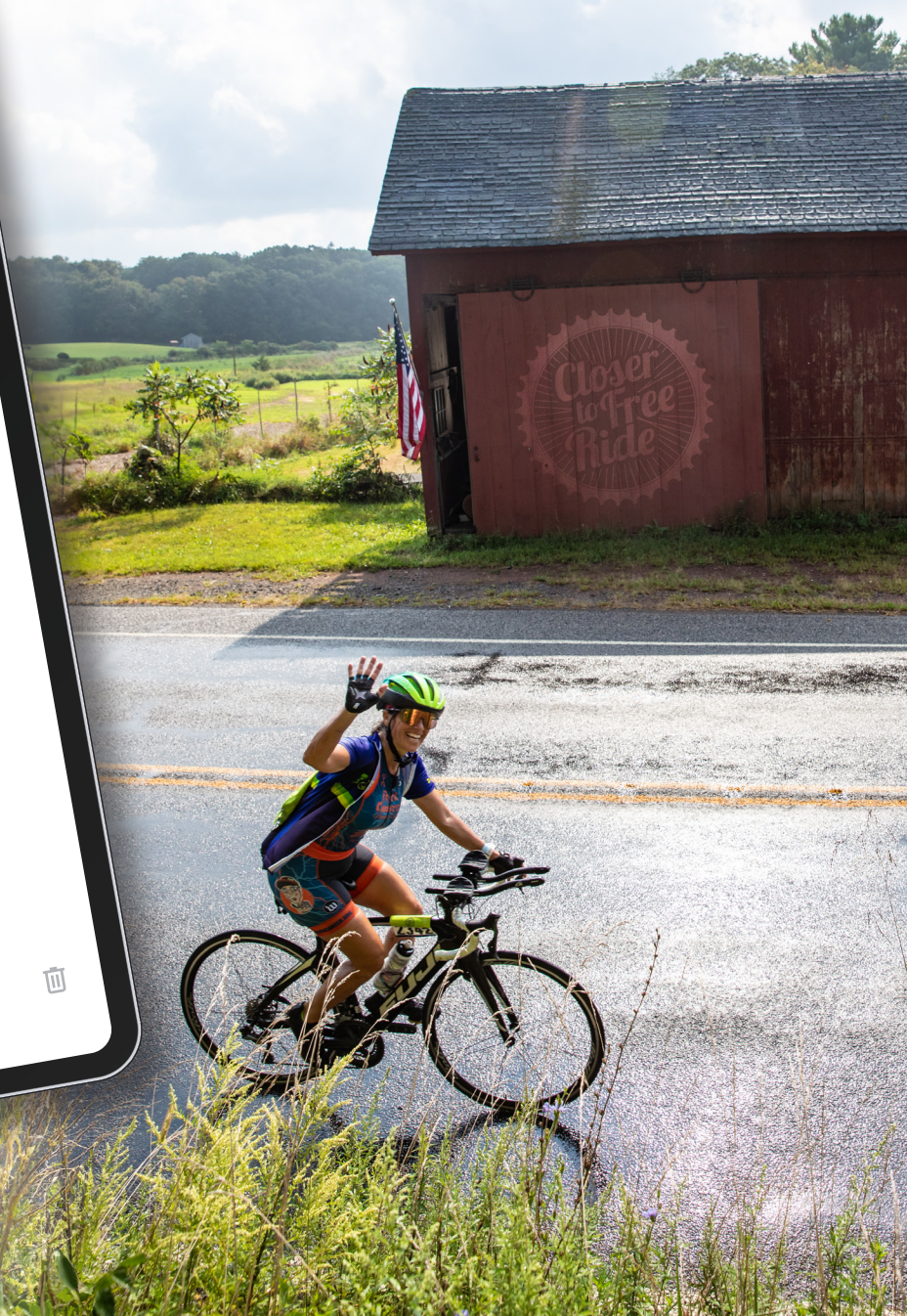
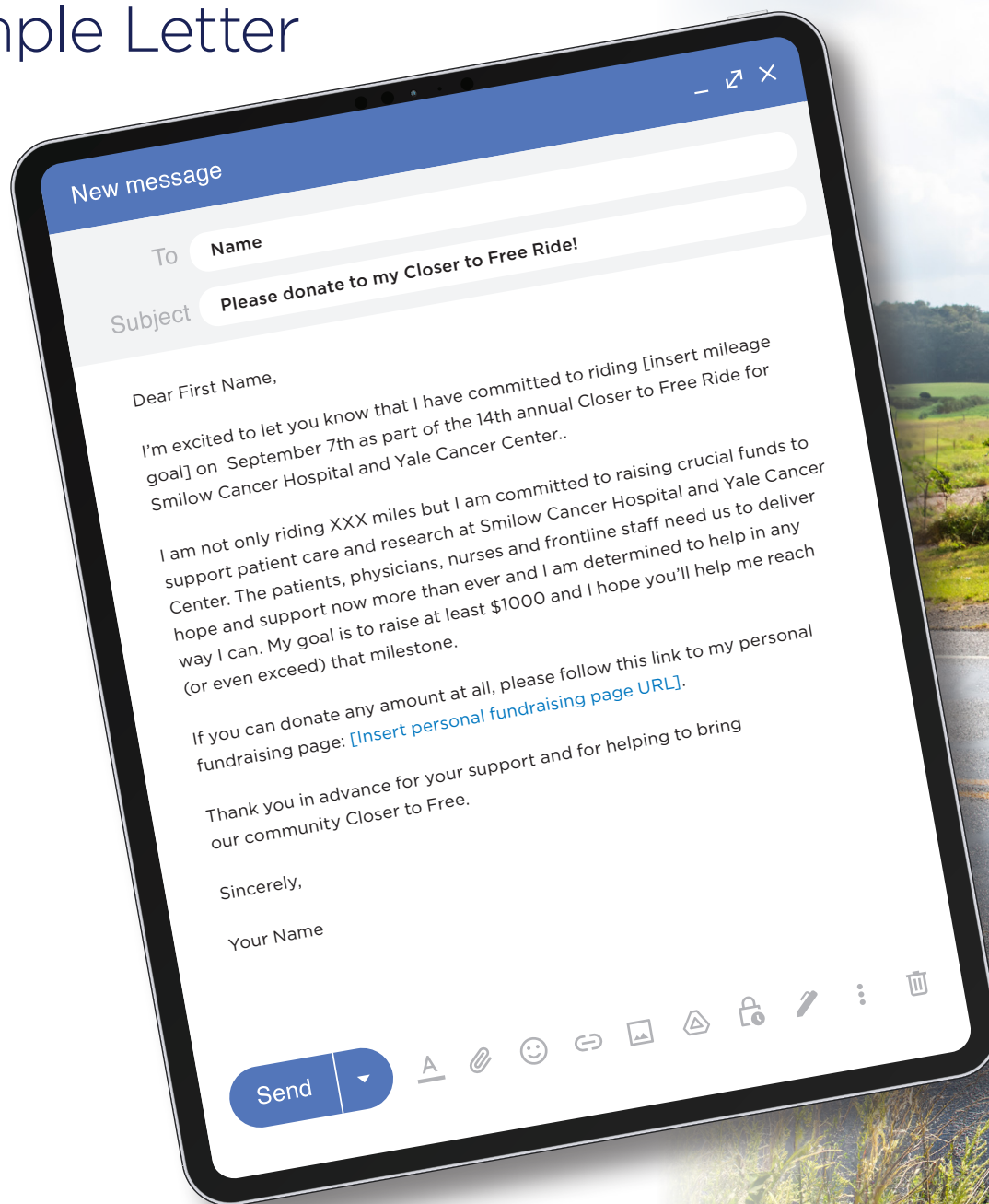




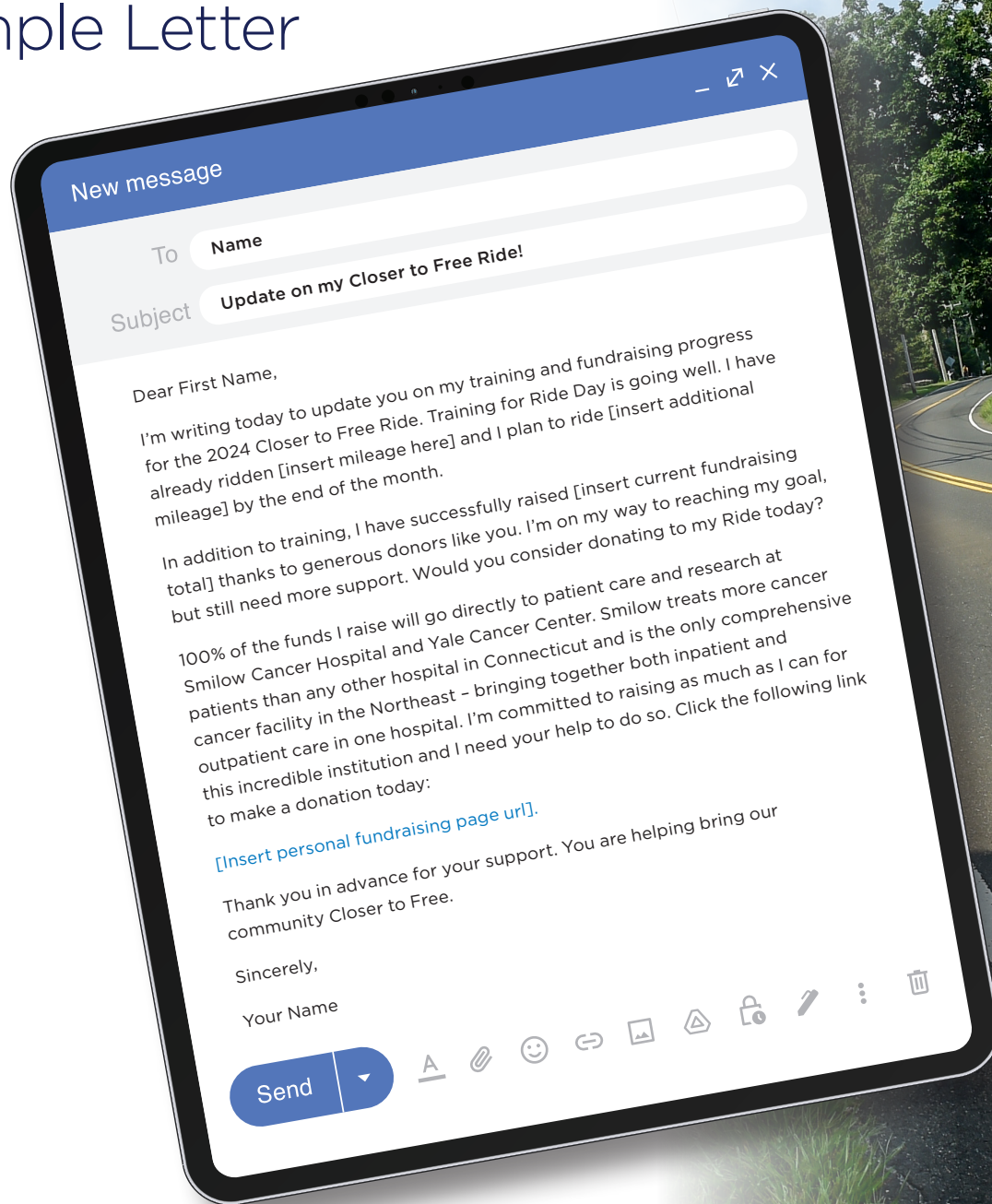
Communicating early and often is key.

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 Request Sample Letter



Fundraising Update Sample Letter



New message

To

Subject

Dear First Name,

I'm writing today to update you on my training and fundraising progress for the 2024 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:

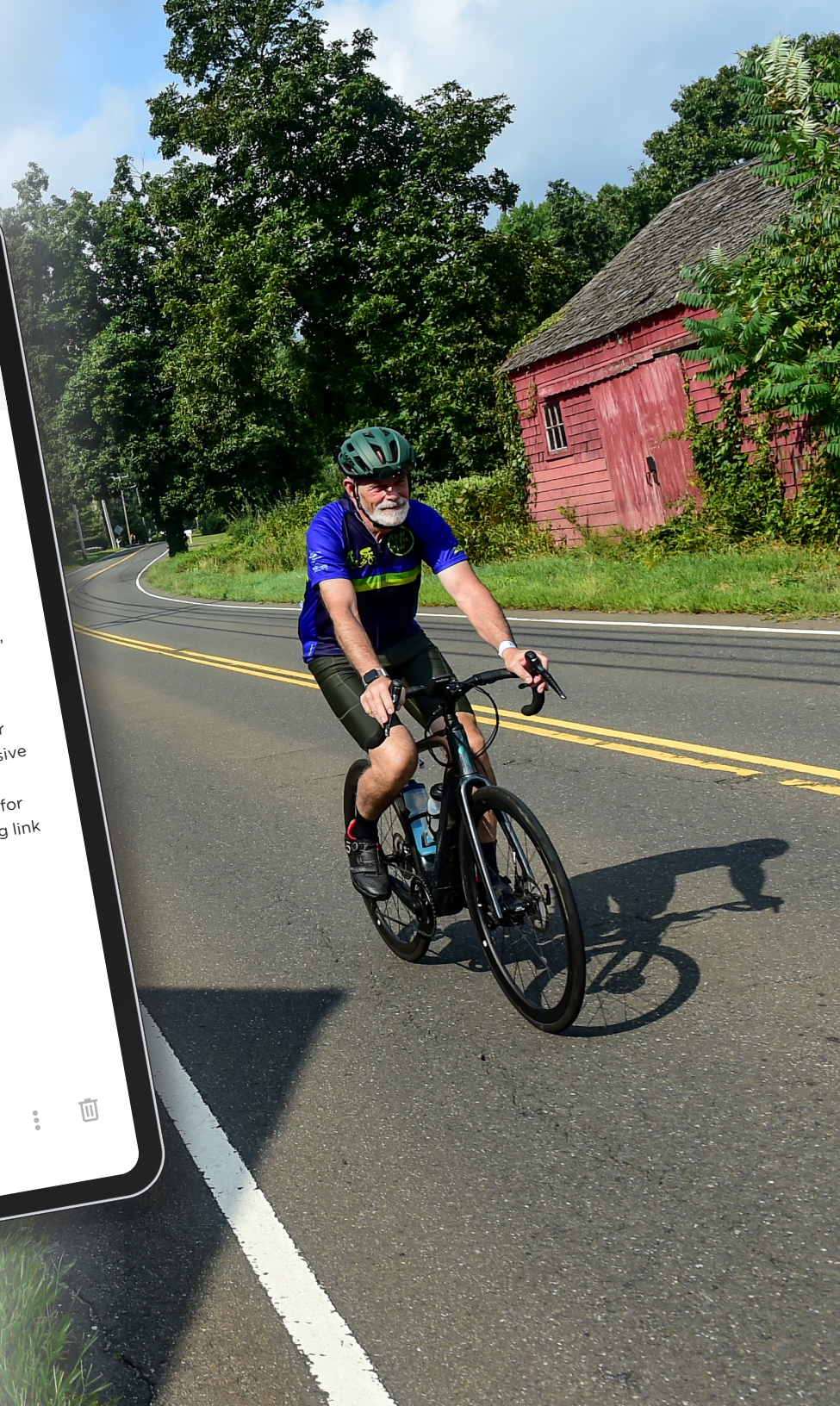
[\[Insert personal fundraising page url\]](#).

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

Sincerely,

Your Name

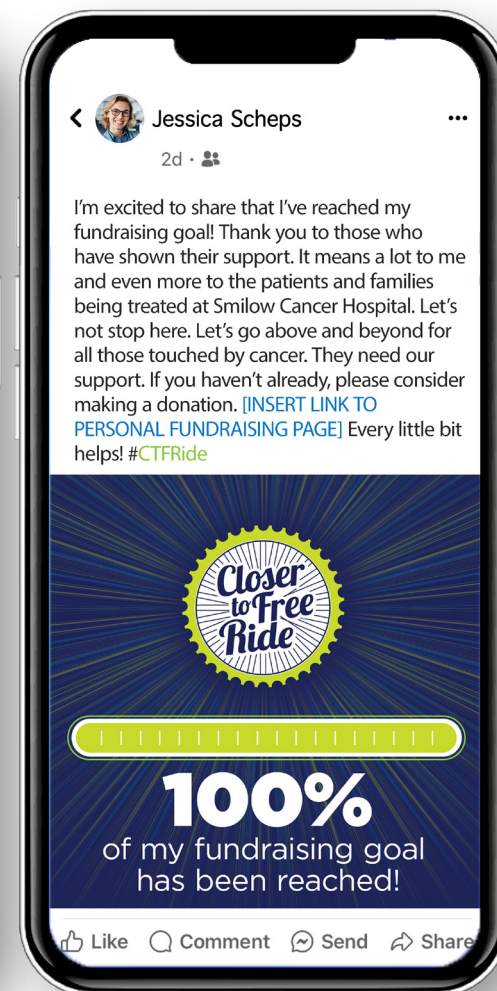
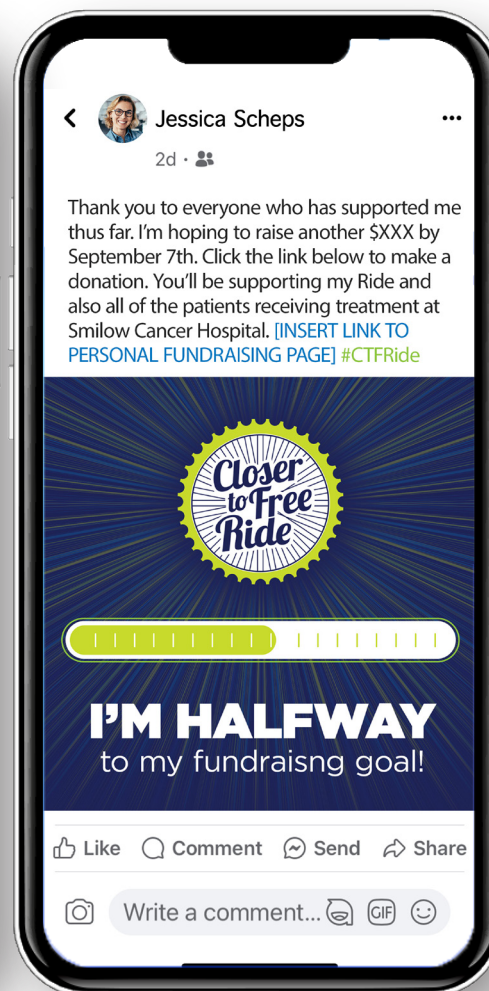
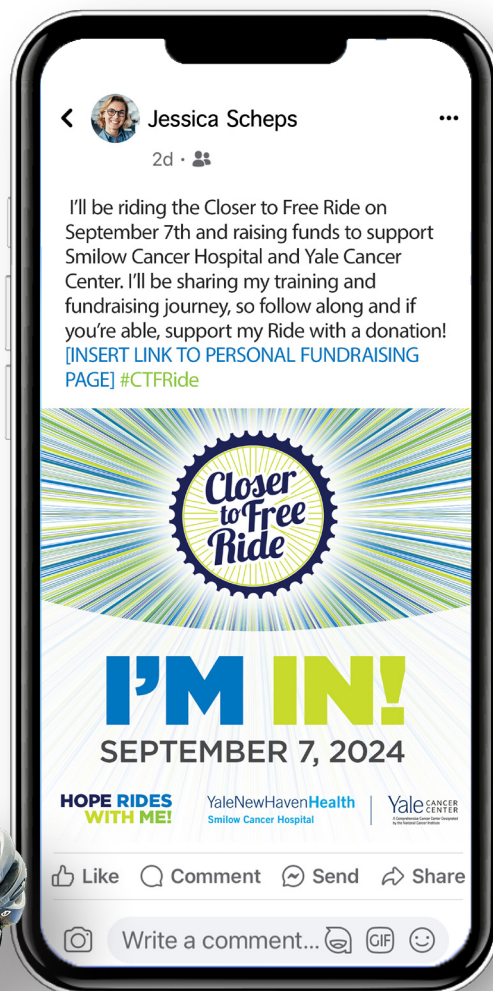




Get Social

Meet your donors where they are aka scrolling on social media! Use social media to spread the word about joining the Ride and your fundraising goals.

Here are sample social posts with images for you to download and post on your own social media channels. These are just a starting point. Feel free to customize your posts with your own personal reasons for fundraising and joining the Ride.



PRO TIP:

In addition to these graphics, take pictures of major milestones throughout the season and share them on social media. This could be pictures of you training or pictures with you wearing or earning CTF swag. Your friends and family are much more likely to donate if they feel part of your journey!

THANK YOU FOR BRINGING US CLOSER TO FREE

STILL HAVE QUESTIONS?

Reach out to us at:
rideclostertofree@ynhh.org
or 203.200.CTFR (2837)

YaleNewHaven**Health**
Smilow Cancer Hospital

Yale CANCER
CENTER
A Comprehensive Cancer Center Designated
by the National Cancer Institute

