

VELOCITY

COLUMBIA'S RIDE TO END CANCER



FUNDRAISING GUIDE



COLUMBIA UNIVERSITY
HERBERT IRVING COMPREHENSIVE
CANCER CENTER



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ABOUT VELOCITY

Velocity is a cycling event through New York's Hudson Valley that brings together patients, family members, supporters and healthcare professionals who all have one goal in mind: to help Columbia solve cancer.

Over four thousand people have joined the Velocity community thus far, raising more than \$7 million in support of expert patient care and groundbreaking research at Columbia's Herbert Irving Comprehensive Cancer Center.

This is Velocity: Columbia's Ride to End Cancer

WHERE YOUR MONEY GOES

100% of funds raised for Velocity support expert patient care and life-changing research at Columbia's Herbert Irving Comprehensive Cancer Center (HICCC).

The HICCC is one of only 51 National Cancer Institute-designated comprehensive cancer centers in the United States and has developed a proud legacy of discovery and innovation, earning renown as a world leader in cancer research.

FUNDRAISING TIPS

Below are 10 tips to jumpstart your fundraising. Reach out to Coach Steve with any questions at Steve@velocityride.org or 973-681-RIDE (7433).

Customize your fundraising page

Customizing your fundraising page with personal photos and sharing your reason for participating will motivate your friends and family to donate. It helps everyone who visits your page feel more connected to the cause and to helping you reach your fundraising goal.

Start with a self-donation

It's always hard to be the first, especially when it comes to donating. The easiest way to kickstart your fundraising is to make a self-donation. This will show your donors that you're committed to your goal and will inspire them to donate as well.

Make a list of potential donors

Start by making a list of 10-20 people you think would donate to your fundraising page. These could be family members, colleagues, friends or neighbors. Gather their phone numbers and emails into one place and/or upload them into your contacts on your fundraising page.

FUNDRAISING TIPS

Spread the word

Reach out to your contacts via e-mail and/or text. Use our pre-written emails and texts to get started then customize them with your own story. Don't stop there! Download and use our custom Velocity graphics to post on your social media channels. Social media is one of the most effective ways to gain new donors and bring new people into the Velocity community.

Follow up

People need to be reminded on average 5-8x before donating. Don't be afraid to ask more than once. Check out [these inspiring stories](#) from the Velocity community or our [impact page](#) to learn more and let your donors know why it's so important to donate.



FUNDRAISING TIPS

Say thank you

You'll receive a notification when someone donates. Don't forget to follow up with a thank you! A thank you goes a long way to make people feel appreciated and it may inspire them to share your story with others.

Create your own fundraiser

This doesn't have to be scary or complex! You could offer to bake cookies, tune-up bikes or host a happy hour in exchange for donations to your fundraising page. If you need more ideas, feel free to reach out to Coach Steve!

Employee match

Check out if your employer has a matching program that would match your funds raised. This is a quick and easy way to double your fundraising!

Find Inspiration from our community

Don't be afraid to reach out to Coach Steve or your fellow Velocity riders for fundraising ideas or inspiration. We're all here for the same reason. We're all here to help Columbia solve cancer.

Keep your community updated

Check in with your donors, friends and family throughout the Velocity season. Let them know if you're training and/or how your fundraising is going. Post updates on social media and tag us @velocity_ride on [Instagram](#) and [Twitter](#) or @velocityride on [Facebook](#).

FUNDRAISER PORTAL

Use your Fundraiser Portal to invite others to support your fundraising efforts, track your fundraising progress, update account information, and more. Below are some quick tips. For more details and step-by-step instructions on how to send emails, view your donations, share to your social media, and more [check out DonorDrive's Fundraiser Portal Guide.](#)

Your Page

The Your Page tab is how you can access your personal fundraising page and make updates to your profile image, fundraising goal, personal story and more!

The image displays four screenshots of the Fundraiser Portal interface, each with a callout box indicating a specific update action:

- Update Name:** A screenshot of the "Your Page" tab showing the "Velocity Team" profile. A callout box labeled "Update Name" points to the team name.
- Update Goal:** A screenshot of the fundraising progress bar showing "\$0 RAISED" and a "GOAL \$500". A callout box labeled "Update Goal" points to the goal amount.
- Update Photo:** A screenshot of the "Update your account photo" section. It shows the "Current Account Photo" and an "UPLOAD AN IMAGE" button. A callout box labeled "Update Photo" points to the upload button. Below the button, "Image Requirements" are listed: "Your file must be in one of the following formats: .jpg, .gif, or .png. The maximum file size must be below 10 MB. The recommended resolution is 1000 pixels wide by 1500 pixels tall."
- Update Story:** A screenshot of the "My Story" section titled "Support Me and Help Columbia Solve Cancer". It features a large "C" logo and a personal story. A callout box labeled "Update Story" points to the edit icon in the top right corner of the story section.

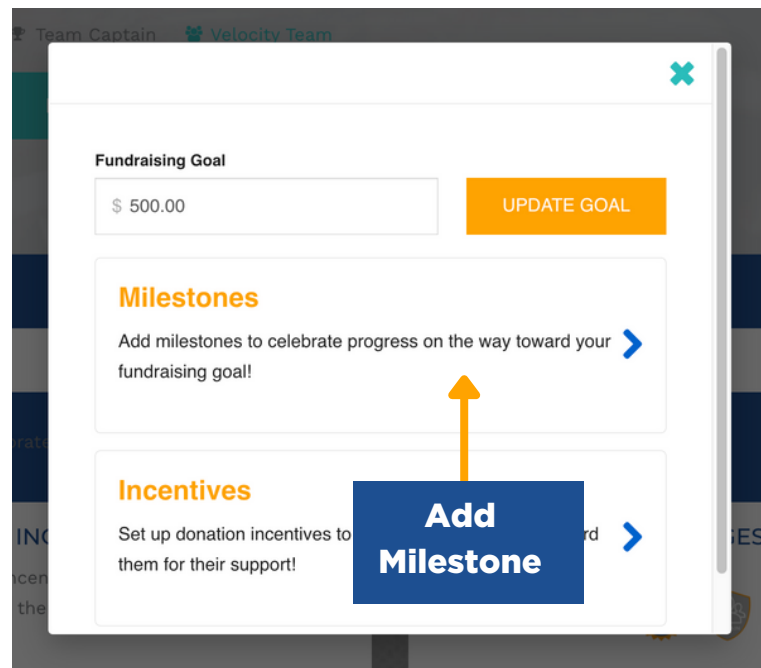
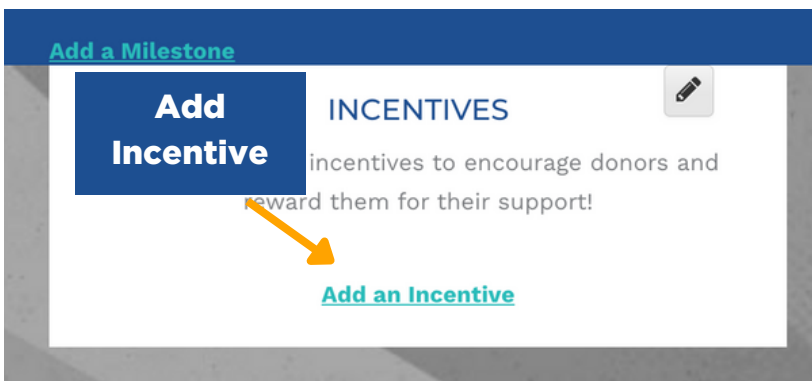
FUNDRAISER PORTAL

Fundraising Milestones

Fundraising Milestones are small action-based goals you can create to inspire donors. Donors have the option of donating directly to a milestone all while working towards reaching your overall fundraising goal.

Milestone Ideas Include:

- Reach \$100: Post a video singing on social media
- Reach \$250: Wear a funny costume for the day
- Reach \$500: Complete 100 push-ups



Fundraising Incentives

Fundraising Incentives allow fundraisers to set up donation incentives to encourage donors and reward them for their support. Fundraisers may have giveaway items for certain donation amounts, or may be willing to do an over-the-top activity for a large donation amount.

Incentive Ideas Include:

- \$100 Donation: Personal video shout-out on social media
- \$250 Donation: A bike tune-up
- \$500 Donation: Make dinner for two

SOCIAL MEDIA

Social media is one of the easiest ways to connect with potential donors. Leverage all of your social media platforms with our tips below to further your reach, create awareness and fundraise for Velocity.

Link your fundraising page

Add your fundraising page link to the about/bio section of your social media profiles. When you post about your fundraiser, be sure to mention that donations can be made through the link in your bio.

Use the hashtag and tag us when posting

Always use #VelocityRide or #YourVelocity and click the links below to follow us:



Post regularly

Go live, share a post, create a story, or even a reel to update supporters on your fundraising progress. Post personal photos or videos or use our graphics linked below.



Thank your donors publicly and tag them!

SOCIAL MEDIA

Use our suggested sample posts

- I'm participating in Velocity on October 8 to raise funds for expert patient care and life-changing research at Columbia's Cancer Center. Please help me reach my goal of [\[INSERT FUNDRAISING GOAL\]](#) by donating at [\[INSERT FUNDRAISING PAGE LINK\]](#)
- On October 8, my team [\[INSERT TEAM NAME\]](#) will join hundreds of people at the 2023 #VelocityRide. Join us as we ride through the beautiful Hudson Valley with one goal in mind: to help Columbia solve cancer. Register at [\[INSERT TEAM PAGE URL\]](#)
- I'm halfway to my fundraising goal for Velocity: Columbia's Ride to End Cancer! I'm raising money for expert patient care and research to cure cancer once and for all. Support this important cause with a donation to help me reach my goal! [\[INSERT FUNDRAISING PAGE URL\]](#)
- I've reached my fundraising goal for Velocity! But I won't stop fundraising until Columbia's Cancer Center reaches their ultimate goal: to solve cancer. I'm so grateful for everyone who has made a gift! Help me exceed my goal by donating to my fundraising page. [\[INSERT FUNDRAISING PAGE URL\]](#)

SAMPLE COMMUNICATIONS

Donation Ask

Dear family and friends,

On October 8, I am participating in Velocity: Columbia's Ride to End Cancer. I have joined hundreds of other cyclists, runners, walkers, and more in order to raise critical funding for Columbia's Herbert Irving Comprehensive Cancer Center (HICCC) and their mission to end cancer.

100% of the money raised for Velocity helps fuel the innovation, collaboration and discovery that has solidified the HICCC as a leader in cutting-edge cancer research and care.

The further I go, the closer Columbia gets to solving cancer. Please help me go further by supporting me with a tax-deductible donation today.

To donate by credit card, please visit my Fundraising Page at [\[INSERT FUNDRAISING PAGE LINK\]](#) and click "Support Me". To donate by check or wire transfer or find your company's matching gift form, please click [here](#).

Thank you!



SAMPLE COMMUNICATIONS



Team Recruitment

Dear family and friends,

On October 8, my team is participating in Velocity: Columbia's Ride to End Cancer. We have joined hundreds of other cyclists, runners, walkers, and more in order to raise critical funds for Columbia's Herbert Irving Comprehensive Cancer Center (HICCC) and their mission to end cancer.

Please consider joining **[INSERT TEAM NAME]** and supporting this important cause.

You can register as an In-Person Rider and choose to ride 15K (9mi), 50K (31mi) or 100K (62mi) on October 8. Or register as a Your Way participant and complete any activity of your choice from anywhere at any time.

Register at **[INSERT TEAM PAGE LINK]** and join us on this incredible journey. For more information, visit www.velocityride.org or contact me.

Thank you!

SAMPLE COMMUNICATIONS

Fundraiser Update

Dear family and friends,

I'm so grateful for the donations I've received toward my personal fundraiser for Velocity: Columbia's Ride to End Cancer.

I still need help to reach my fundraising goal. Make a tax-deductible donation today to support me and the patients, doctors, and researchers at Columbia's Cancer Center who are putting your funds to good use every day. [\[INSERT FUNDRAISING PAGE LINK\]](#)

The further we go, the closer Columbia gets to solving cancer. Please donate today and make sure to check whether your employer will match any charitable contributions. Visit this [link](#) to confirm if your company matches.

Thank you!



WAYS TO GIVE

Click here to [donate](#) by credit card or Venmo, or see below for additional ways you can give.

Matching Gifts

Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. Not sure if your company matches? Visit this [link](#).

If your company offers a matching gift program, please complete your company's specific form (online or paper) and email it to giftsys@columbia.edu. Be sure to include your name and "Velocity: Columbia's Ride to End Cancer".

Check Donations & Wire Transfers

To donate by check or wire transfer, please complete this [donation form](#).

If you have any questions, please contact Sarah Hindman at sg2143@cumc.columbia.edu or 929-594-0964.

The official 501(c)3 organizational name is: The Trustees of Columbia University in the City of New York. The tax ID (EIN) # is 13-5598093.

IMPORTANT DATES

Riders:

September 15: Last day to qualify for Home Check-in (Fundraise \$1,000+)

October 6: Last day to register as a Rider

October 8: Velocity Ride Day

October 23: Last day to qualify for rewards

October 23: \$500 fundraising minimum due

Your Way Participants (Remote):

September 22: Last day to reach reward levels to receive by Velocity Day

October 8: Last day to register for Your Way

October 8: Velocity Ride Day; Your Way participants are invited to come celebrate at the Velocity Day Festival

October 23: Last day to qualify for rewards



REWARDS

100% of your fundraising supports Columbia's mission to end cancer, and it can also earn you some great Velocity rewards along the way! Check out our new 2023 rewards below and visit our [Fundraising Rewards](#) page for full details.

All In-Person Riders Receive:



2023 Velocity Cycling Jersey*



Finisher T-Shirt*

**RAISE
\$1,000**



Bluetooth Speaker**



Rider Home Check-in

**RAISE
\$2,000**



Softshell Velocity Vest**

**RAISE
\$5,000**



Crown Club
Commemorative Pin,
special recognition,
and more.

*Designs are not final ** Product subject to change

YOUR WAY REWARDS

**RAISE
\$250**



Velocity T-Shirt*

**RAISE
\$500**



Velocity Long
Sleeve Shirt

**RAISE
\$1,000**



Bluetooth
Speaker**

**RAISE
\$2,000**



Softshell
Velocity Vest**

**RAISE
\$5,000**



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Top Teams

In addition to individuals, teams that achieve the following will receive special recognition and rewards:

- Highest Fundraising (Overall and Corporate Team)
- Highest Overall Recruitment

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CONTACT US

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973-681-RIDE (7433)



www.velocityride.org