

WHEEL TO SURVIVE



FUNDRAISING TOOLKIT





THANK YOU!!

Thanks for registering for Wheel to Survive! We're thrilled you've chosen to be a part of making a difference in the lives of women fighting ovarian cancer! The funds you raise by participating in Wheel to Survive help women battling ovarian cancer by supporting the following initiatives:



**INNOVATIVE
CLINICAL TRIALS**



**RESEARCH FOR
A CURE**



**PATIENT SUPPORT
SERVICES**



**TRAVEL
ASSISTANCE TO
CLINICAL TRIALS**

INNOVATIVE CLINICAL TRIALS

Funds raised at Wheel to Survive events allow Mary Crowley Cancer Research Center to offer additional clinical trials for ovarian cancer patients.

RESEARCH FOR A CURE

Money raised by Wheel to Survive riders support innovative ovarian cancer research at M.D. Anderson Cancer Center, University of Pennsylvania, NYU Langone and Memorial Sloan-Kettering.

PATIENT SUPPORT SERVICES

The Clarity Foundation provides personalized tumor profiling followed by treatment recommendations with money raised at Wheel to Survive events.

TRAVEL ASSISTANCE TO CLINICAL TRIALS

The Lazarex Cancer Foundation financially helps ovarian cancer patients travel to clinical trials with funds raised at Wheel to Survive events.



HOW IT WORKS:



REGISTER:

You've already taken your first step by registering to ride! If you are riding on a team, or wish to start a team, now would be a great time to recruit other members to ride with you. If you are riding relay style, each team member can ride for 1 or more 50-minute sessions. If you feel up to the challenge, you can ride the entire event yourself as an extreme rider.



FUNDRAISE:

Each rider commits to raising \$250 for each hour they ride. We provide you with your own individual fundraising page where you can share why you ride and add photos and even videos. Share your page through social media to reach your supporters.



RIDE:

Come out and have fun! You will be riding with the best instructors from around the city. Get your team spirit on and you may even win a prize! Encourage your team to create a team t-shirt, decorate your team bikes and take team pictures.



#BETHEDIFFERENCE:

The funds that you raise at Wheel to Survive help women battling ovarian cancer! Less than 50% of women battling ovarian cancer survive more than 5 years. Help us change this!



STEP 1: CUSTOMIZE/PERSONALIZE YOUR FUNDRAISING PAGE

Congratulations! You've chosen to join us in the fight against ovarian cancer and now the fun of setting up your personal fundraising page begins! Here's what happened as soon as you registered... a landing page just for you has been created! Now go and make the page your own by:

Fundraiser
Jill Bach

\$5,600 Raised / \$5,000 Goal

Help me raise money to support women battling ovarian cancer!

My Team
Teal Riders
\$15,120 / \$10,000

Campaign
Wheel to Survive Dallas 2018
\$273,404 / \$300,000

STORY

Why I Ride

On **April 16th 2007** I was diagnosed with **Stage IV** ovarian cancer. As one of the lucky one in five that survives late stage ovarian cancer past five years I have been fortunate to be able to move on from my personal day-to-day fight and redirect my energy toward helping others.

In 2012 myself, Helen Gardner, Lynn Lentscher and Julie Shrell founded Be The Difference Foundation with the mission of helping women battling ovarian cancer. Unfortunately Helen lost her battle with ovarian cancer in August of 2014.

In just over five years, Be The Difference Foundation (BTDF) has raised over \$2.0M to help women in the fight by focusing efforts in the following areas:

- Research for a cure
- Innovative clinical trials
- Travel cost assistance
- Personalized tumor profiling

Over 22,000 women will be diagnosed this year with ovarian cancer and more than 15,000 women will lose their fight. More than 50th of women diagnosed with ovarian cancer will die within 5 years of their diagnosis. On February 19th I will be riding in Be The Difference Foundation's Wheel to Survive and I have set a personal fundraising goal of \$5K.

- I ride in memory of Helen and many others who have lost their battle.
- I ride for women fighting this disease, the women that have yet to be diagnosed and my own daughters who may have to one-day face challenging decisions.
- I ride for women to #SurviveMoreThan5
- I ride to give women hope! Hope for a lifetime of celebrations and victories. Hope for a future without worry of disease. Hope for a cure.
- I ride because I am here and still CAN! Please donate because you CAN!*

1. OVERVIEW. Our overview feature will walk you through step by step how to personalize your page, beginning with your personalized photo, fundraiser nickname, page headline, fundraising goal and personalized URL.

2. STORY. We've provided you with compelling facts, but don't forget to personalize and make the story YOURS to really appeal to your audience and let them know WHY you are choosing to ride. You are also able to use the video given, or feel free to upload your own video to further enhance the appeal.

3. UPDATES. Our story tab also has an updates option for you to update your audience on your progress!

4. DONATIONS. Track your fundraising progress under the donations tab and thank your donors as the donations come in.

4. EMAILS. We've provided you with some email templates to help you along the way, whether it's asking for donations or thanking your donors.



STEP 2: WHO TO CONTACT

We find that the most successful fundraisers start by not being afraid to ask their friends and family for support.....they love you, and will want to support something that's important to you! We've compiled a list of who to call or email, just to help you out!

MAKE A PHONE CALL TO:

1. Parents _____
2. Sisters _____
3. Sisters-in-law _____
4. Brothers _____
5. Brothers-in-law _____
6. Aunts/Uncles _____
7. Cousins _____
8. Children _____
9. Nieces/Nephews _____
10. Grandparents _____

SEND AN EMAIL TO:

11. Accountant _____
12. Attorney _____
13. Babysitter _____
14. Dentist _____
15. Chiropractor _____
16. Landlord/Manager _____
17. Real estate agent _____
18. Physical therapist _____
19. Physician _____
20. Wedding planner _____

DROP OFF A LETTER TO:

21. Pet Groomer/Vet _____
22. Drycleaner _____
23. Florist _____
24. Barber/Stylist _____
25. School _____
26. Supermarket _____

27. Manicurist _____
28. Bartender _____
29. Gym/Yoga Studio _____
30. Pharmacist _____

OTHERS YOU MIGHT CALL OR EMAIL:

31. College friends _____
32. Fraternity friends _____
33. High school friends _____
34. Facebook friends _____
35. Children's friends _____
36. Children's teachers _____
37. Neighbors _____
38. Parents' friends _____
39. Former Co-workers _____
40. Coach(es) _____

MAYBE YOU KNOW PEOPLE FROM:

41. Work _____
42. Bowling League _____
43. Gym or Yoga _____
44. Childcare _____
45. Place of Worship _____
46. Coffee house _____
47. Neighborhood Café _____
48. Camp _____
49. Golf Course _____
50. Favorite Restaurant _____

DON'T FORGET....

51. YOU can make a Personal Donation



STEP 3: WRITE A FUNDRAISER LETTER

Now that you have your personal website set up, it's time to get ahold of people to let them know what you're doing. It's time to get fundraising....here are some steps to help you out!

1. CREATE A LIST OF EVERYONE YOU KNOW USING OUR MEMORY JOGGER. Don't say "no" for anyone by assuming that they can't or won't support. Send them the letter or email and let them decide. Do not hesitate to include casual acquaintances, as they will understand that you are seeking donations for a worthy cause.

2. ASK. INCLUDE A CALL TO ACTION. Don't just tell them what you are doing, ask for their help. Include your personal fundraising goal in the text, and suggest giving levels. Do not diminish your request by being apologetic or by saying something similar to "I hope you can donate something".

3. MAKE IT PERSONAL. If mailing, hand address the outside envelope and hand sign each letter. For emails, don't send a mass email with everyone's address showing. It may take more time, but sending individual emails will make potential donors feel special. Write a short personal note to those you don't see regularly, i.e., "Mary, I hope this finds you doing well!"

4. PUT YOUR HEART INTO IT. Let them know why you're fundraising. This cause is important to you- share why. Don't include too many facts and figures; instead include your personal story of why you have taken on this task. Someone will donate to you because they know you, and want to support your efforts.

5. MAKE IT EASY TO DONATE. Include your personal fundraising page and encourage online donations. If mailing, include a return envelope for them to send their donation to you. Label the envelopes with your address. It's also nice to include a stamp on the return envelope. If they will be attending an event, instruct them to bring a check payable to the Epilepsy Foundation.

6. SET A DEADLINE. People are always motivated by deadlines. We recommend that you set a deadline earlier than the event date. This way you can assess your fundraising and revise your plan if needed before the actual deadline.

7. SEND A REMINDER. Keep a list of those who send in donations. Send a reminder to those what have not yet donated. Include fundraising updates in your reminder. Let them know that fundraising is going well, but you still have a bit farther to go. Sometimes, reminder letters are more successful than original letters for bringing in the money.

8. SEND A "THANK YOU" CARD. "Thanks" is a powerful word. It is nice to receive a note acknowledging the importance of a donation, no matter the amount. Staying in communication develops a rapport that will have many added benefits, from closer bonds of friendship to continued support for future efforts.



SAMPLE FUNDRAISER LETTER

Feel free to use the following SAMPLE FUNDRAISING LETTER. Don't forget to add your own personal touches to make it more about you and why you're riding.

One woman is diagnosed with ovarian cancer every 24 minutes. 22,000 women this year. One woman dies from ovarian cancer every 37 minutes. 15,000 women this year. Sadly, over 50% of women diagnosed with ovarian cancer will die from the disease within 5 years.

These women are our mothers, daughters, sisters and friends and they deserve better. We all deserve better.

On <INSERT DATE>, I will be participating in Wheel to Survive, an inspirational indoor cycling event presented by Be The Difference Foundation to raise money to help women battling ovarian cancer today and to provide research dollars for a cure. 100% of the proceeds that I raise will go to fund these programs.

My personal goal is to raise <\$INSERT AMOUNT> . I need your help. Your support could be the dollar that changes the future of this disease. You can donate online at <ENTER YOUR LINK HERE> or you can mail a check to me, payable to Be The Difference Foundation, and I will be sure it gets to the right place!

Please help me reach my goal by making a tax deductible donation today. You can also help me reach my goal by sharing my page or link with your friends by email or social media. Better yet, register today and come ride with me!

Thank you for your generous support and joining me to be the difference in the fight against ovarian cancer. Our mothers, daughters, sisters and friends are counting on us. The time is NOW!

Sincerely,
Your Name



STEP 4: SOCIAL MEDIA

As we all know social media has become one of the most powerful outlets in today's world. We encourage you all to utilize it to help you succeed in your fundraising efforts. We have included some sample messages you can post to your Facebook profile, Twitter page, LinkedIn profile or Instagram. Social media networks reach far more than a phone call or email will and we know you can make a difference reaching out to yours!

MESSAGE ONE, AFTER REGISTRATION:

I've registered for Wheel to Survive. I hope you'll join me as I PEDAL IN THE FIGHT AGAINST OVARIAN CANCER. I ride because [<insert your reason for riding>](#) and I'm asking for your support. Visit my webpage to learn more [<insert hyperlink to your personal page here>](#).

MESSAGE TWO, THROUGHOUT CAMPAIGN:

Did you know that One woman dies from ovarian cancer every 37 minutes? I'm raising funds to do something about that! Visit my webpage [<insert hyperlink to your personal page here>](#) to learn more and support my efforts!

MESSAGE THREE, THROUGHOUT CAMPAIGN:

I'm half way do my goal, and only need \$x more to reach it! Will you help me? Visit my page and make your donation today [<insert hyperlink here>](#).

MESSAGE FOUR, THROUGHOUT CAMPAIGN:

It's only two weeks until Wheel to Survive and I am so excited to participate and make a difference in the lives of those who live with ovarian cancer. [<Share your personal reason for walking here>](#). Please support my efforts and visit my personal webpage to learn more! [<insert hyperlink here>](#).

MESSAGE FIVE, AFTER EVENT:

Thank you so much to everyone who supported my efforts to raise money for Wheel to Survive. The ride was this past weekend and we had a fabulous time! I was able to raise [<\\$>](#) and be a part of [<#of riders>](#) who raised a total of [<\\$total of event>](#)! Thank you for your help and check out my page if you want to learn more about Wheel to Survive. [<insert hyperlink here>](#).



SOCIAL MEDIA

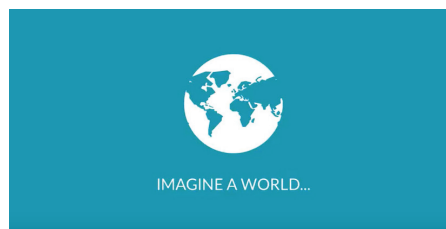
KEY POINTS TO REMEMBER WHEN UTILIZING SOCIAL MEDIA:

- Always include a link to your personal fundraising page.
- Don't be afraid to post frequently. Remember how quickly messages end up on the next page with everyone sharing their own statuses. Make your posts regular and frequent.
- Make sure every social post is not just an ask. Share inspiring stories of women who have battled ovarian cancer, signs and symptoms of the disease.
- Publicly thank your donors on your page: Thanks to Jane Doe for her donation. Your support is so appreciated!

One last great idea to utilize all your communication! Include a link to your webpage in your email signature: I'm participating in Wheel to Survive. Visit my page to learn more and support my efforts <insert your hyperlink here>.

FEEL FREE TO SHARE THESE LINKS VIA SOCIAL MEDIA/EMAIL & ON YOUR FUNDRAISING PAGE!

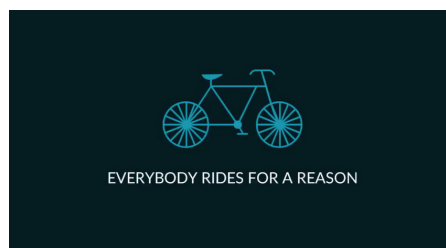
Imagine a World Without Ovarian Cancer video



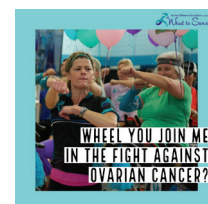
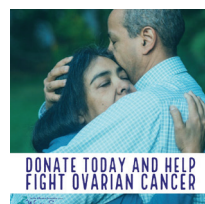
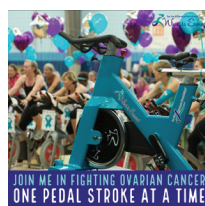
Facebook Profile Frame



Why I Ride video



Join Me Photos





STEP 5: FUNDRAISING IDEAS

Fundraising can be a lot of fun and there are many easy ways to raise money. We want you to enjoy your experience, so we've provided a few great ideas to jump start your efforts! Some of these ideas are quick and easy, some might take more time, but they will all be worth the investment you make! Feel free to get creative.

- Arrange for a shopping / dining day at a local retailer. These giveback days are great ways for you or your team to raise money and spread the word about the upcoming Wheel to Survive. Let us know about the event and we will help get the word out for you.
- Ask for a specific donation on a specific day of the month. An example would be a request for \$25 donations on the 25th of the month.
- Set specific weekly goals and let your supporters know how you are doing toward your goal.
- Tag people on Facebook and thank them for their donation. The message will show up on your donor's feed and yours!
- Create your own contest creating a raffle prize drawing for your supporters who donated at a certain level. It would be a fun way to build enthusiasm.



STEP 6: MAKE A PLAN

Set a fundraising goal and then create a plan to help get you there. Here are a few suggestions!

RAISE \$250

- ☐ Ask 4 relatives for \$25 = \$100
 - ☐ Ask 5 friends for \$10 each = \$50
 - ☐ Ask 3 co-workers or neighbors for \$10 each = \$30
 - ☐ Sponsor yourself! = \$25
- = \$255**

RAISE \$500

- ☐ Email Campaign: Recruit 5 team members who will commit to sending out 25 emails asking for a donation of \$25. Even with a return rate of 25% you will raise more than \$100 per team member.
- = \$500**

RAISE \$1000

- ☐ Email Campaign: Recruit 5 team members who will commit to sending out 25 emails asking for a donation of \$25. Even with a return rate of 25% you will raise more than \$100 per team member. = \$500
 - ☐ Partner with a Vendor: Work with a vendor (i.e. Mary Kay, Stella & Dot Jewelry, Tastefully Simple) to set up shop in your office lobby for the day or host a party at your home. Ask for 20% of the sales to come back to the Epilepsy Foundation. = \$300
 - ☐ Casual for a Cause: Host a dress down day at your office – charge \$5 to participate. = \$100
 - ☐ Game Watch: Invite 10 friends over to watch the Super Bowl, March Madness, Stanley Cup (or whatever sport you all love) and ask for a \$10 donation. Provide snacks and drinks and it will be a party everyone will remember for a great cause! = \$100
- = \$1000**



STEP 7: FUNDRAISING CHECKLIST

Now that we've given you all the necessary tools, use the following checklist to make sure you've covered all the steps, and you're on your way to a successful fundraiser!

- ☐ Personalize your fundraising page and share your compelling reason for riding in Wheel to Survive.
- ☐ Share your page with family, friends and co-workers through email and on social networks like Facebook.
- ☐ Thank your donors. Every dollar helps and we appreciate you and your supporters!
- ☐ Send a follow-up email to people who you initially reached out to that haven't yet donated. People are busy and sometimes need that reminder.
- ☐ Come out to Wheel to Survive and have fun! Take lots of pictures and share them with your supporters!

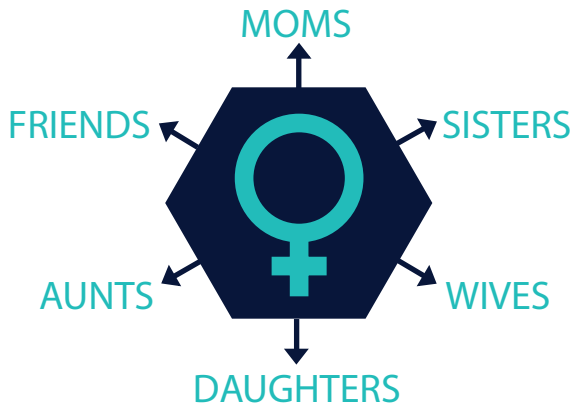
What does it take to be a successful *FUNDRAISER*?

BELIEVE IN THE CAUSE

COMMIT TO FOLLOW THROUGH

GET CREATIVE AND HAVE FUN

OVARIAN CANCER AFFECTS
WOMEN OF **ALL** AGES



OVARIAN CANCER IS THE

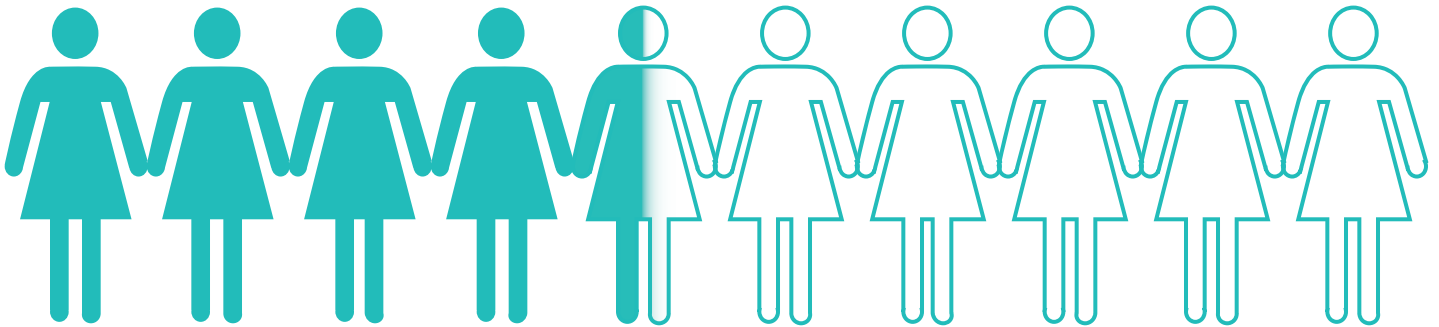
MOST LETHAL GYNECOLOGICAL
MALIGNANCY AND 9TH MOST
COMMON CANCER IN WOMEN

& 5th LEADING CAUSE OF
CANCER TYPES IN
WOMEN

COMMONLY MISSED SIGNS & SYMPTOMS OF OVARIAN CANCER

One or two of these signs & symptoms listed below could be attributed to another less serious health problem, which is why ovarian cancer often goes undiagnosed for months.

 GENERAL ABDOMINAL DISCOMFORT OR PAIN	 UNUSUAL FATIGUE
 UNEXPLAINED WEIGHT LOSS, GAIN OR LOSS OF APPETITE	 MENSTRUAL CHANGES OR ABNORMAL VAGINAL BLEEDING
 BACKPAIN	 PAIN DURING SEX



**MORE THAN HALF OF WOMEN FIGHTING OVARIAN CANCER
WILL DIE WITHIN 5 YEARS OF DIAGNOSIS.**

**WITH YOUR HELP, WE CAN CHANGE THESE STATS.
NOW IS THE TIME TO BE THE DIFFERENCE IN THE FIGHT
AGAINST OVARIAN CANCER.**

QUESTIONS?



CONTACT US *ANYTIME*

WHEEL TO SURVIVE
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