

# 2026 SOCIAL TEMPLATES

## First Donation Ask

**Ask for donations from your network early and often. Maximize your fundraising by adding a personal touch! Share why this cause matters to you — post a story, photo, or what inspires you to ride.**

**Pro tip: If you're posting on Instagram, be sure to link to your fundraising page in your bio and use the Link Sticker feature in Instagram Stories to direct people to your fundraising page.**

Help me beat rare cancers! 🤝 Will you support my ride?

On [\[Insert Your Event Date\]](#), I'm riding with Cycle for Survival, the official rare cancer fundraising program of Memorial Sloan Kettering Cancer Center (MSK). I'd be so grateful for your support to help me reach my fundraising goal. ❤️

Here's why your donation matters:

Half of cancer diagnoses are a rare cancer. Rare cancers include brain, ovarian, pancreatic, and thyroid cancers; melanoma; sarcomas; leukemia and lymphomas; all pediatric cancers; and many others. Yet research for these cancers is severely underfunded.

100% of your donation supports rare cancer research. Every dollar goes directly to MSK labs, where experts work on more than 400 cancer types.

**Thank you for helping make a difference!**

👉 **Donate here: [\[Insert Your Donation Link\]](#)**



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## Second Donation Ask

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**Post a friendly follow-up — people respond well to reminders!**

**Pro tip: Include a Cycle for Survival-branded graphic to make your post stand out in the feed. View our social media tool kit and download your favorites [here](#).**

You may have seen my previous post asking if you'll support my Cycle for Survival ride. If you haven't already, please consider making a donation. ❤️ No matter how much you give, you'll make an impact because 100% of every dollar you donate will go directly to rare cancer research at Memorial Sloan Kettering Cancer Center.

👉 **Donate here: [\[Insert Your Donation Link\]](#)**

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## Reminder Donation Ask

**Show the impact of Cycle for Survival! Share examples of research breakthroughs and innovations fueled by contributions. People give more when they see real results.**

**Pro tip: Make your supporters feel like they're part of these advances by thanking them on social media – simply tag them and acknowledge their generosity. Public gratitude not only makes donors feel appreciated but also encourages others to give.**

I'm so excited for my upcoming Cycle for Survival ride, and your support will help me reach my fundraising goal.

100% of every dollar you donate will go directly to rare cancer research at Memorial Sloan Kettering Cancer Center (MSK), where clinicians and scientists work side by side to turn lab discoveries into life-changing treatments fast.

Cycle for Survival has supported groundbreaking innovations like:

- Cancer vaccines, which can train a patient's own immune system to recognize and attack cancer cells.
- MSK-IMPACT®, a diagnostic tool that analyzes 505 genes in a tumor so that doctors can match patients with the most effective treatment.
- MSK-ACCESS®, a less invasive blood test than a traditional biopsy that can detect cancer cells.
- OncoKB®, a first-of-its-kind, FDA-recognized tumor mutation database accessible to clinicians and researchers around the world.

**Give now [\[link to your donation page\]](#)**

**#cycleforsurvival**

