

COMMUNITY FUNDRAISING TOOL KIT

Your guide to building meaningful relationships that power Cycle for Survival.

Collaboration Ideas and Activations

Looking for ways to bring your community or local businesses into Cycle for Survival? These partnership ideas are engaging and effective for driving both participation and fundraising.



Host a donated class or experience

An owner can donate time to host a special class or experience in support of Cycle for Survival.

How it works:

- Offer a specialty class.
- Collect a registration fee or suggested donation and direct it to your Cycle for Survival team or personal fundraising page.
- Promote the class across both of your networks and channels.

Ways to maximize impact:

- Encourage participants to fundraise before the event.
- Create a themed class
- Offer incentives for top fundraisers or participants.



Partner With a Local Business (store, restaurant, Coffee Shop, Bakery)

Local businesses are great partners for community-driven experiences.

How it works:

- Partner with a business for a set day, evening, or campaign period.
- Choose a structure:
 - Percentage of sales donated (typically 10% to 25%).
 - Ticketed event or suggested-donation event.
 - A combination of both (for example, an entry fee plus a percentage of sales).
- Promote the event across both of your networks to drive participation and attendance.

Activation ideas:

- “Dine & Donate” night or a shopping giveback day.
- Karaoke, cooking class, trivia night or themed event.
- Raffle, silent auction, live music, or a DJ.

Ways to maximize impact:

- Promote the event via social media and email.
- Encourage people to attend together and invite friends and co-workers.
- Sell tickets or collect RSVPs in advance to increase turnout.
- Share real-time updates during the event (“Join us tonight!”).
- Include a brief mission moment to highlight impact, such as why you ride and how rare cancer research at MSK benefits from Cycle for Survival.

Tips for Success

No matter the partnership type:

- **Make it easy to participate:** Provide clear instructions, pricing, and links to your fundraising page.
- **Promote early and often:** Use email, social media, and word of mouth.
- **Tell your story:** Share why Cycle for Survival matters to you and your community.
- **Track results:** Use your fundraising page to monitor progress toward your goal.
- **Say thank you:** Recognize partners publicly and personally.
 - Consider taking a photo of your team at your Cycle for Survival ride with a thank-you poster.

For more information, email us at cycleforsurvival@mskcc.org or call 888-72-CYCLE.