
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'll be riding with Cycle for Survival, the official rare cancer fundraising program of Memorial Sloan Kettering Cancer Center (MSK).

I'd be so grateful if you'd help me reach my fundraising goal. ❤️

Here's why your donation will make a difference:

50% of people with cancer have a rare cancer. Rare cancers include brain, pancreatic, ovarian, and stomach cancers; leukemia and lymphoma; all pediatric cancers; and many others. Based on data from the National Cancer Institute, about 50% of people with cancer have a rare cancer. However, rare cancer research is underfunded, often leaving patients with limited or no treatment options.

100% of your donation supports research. Every dollar you give will go directly into MSK labs, where researchers have expertise in more than 400 types of cancer.

Thank you for helping make a difference!

👉 **Donate here: [Insert Your Donation Link]**

#cycleforsurvival



MEMORIAL SLOAN KETTERING | EQUINOX

2027 SOCIAL TEMPLATES

Second Donation Ask

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]**

#cycleforsurvival

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 [\[Insert Your Donation Link\]](#)

#cycleforsurvival

Need help describing MSK to your supporters? Use the language below:

Memorial Sloan Kettering Cancer Center (MSK) is a leader in patient care, research, and education. With expertise in over 400 cancer types and nearly 2,000 clinical trials underway at any given time, MSK is improving the lives of people with cancer around the world.