THANK YOU FOR BEING A PART OF THE CYCLE FOR SURVIVAL COMMUNITY
We’re fighting back against rare cancers with 100% of every dollar raised. Your generosity and dedication make progress possible. By investing in bold research, new and better treatments are on the horizon — all thanks to your commitment and support.

It takes every one of us, from first-year riders to Decade Riders, to move the needle on rare cancers. We will not stop fighting until all patients have effective treatment options to combat their disease.

This toolkit contains information, ideas, and materials to help you fundraise. Plus, our team is here for you as a resource, partner, and sounding board along the way. We’re deeply grateful for your time, creativity, and determination to meet and surpass your fundraising goals!

We can’t wait to see the impact you will make this year, and we hope you’ll have fun doing it!

Together, we will beat rare cancers.
<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cycle for Survival &amp; Participation Overview</td>
<td>5</td>
</tr>
<tr>
<td>4 Steps for Fundraising Success</td>
<td>9</td>
</tr>
<tr>
<td>Your Participant Center</td>
<td>14</td>
</tr>
<tr>
<td>Checklist and Key Dates</td>
<td>17</td>
</tr>
<tr>
<td>Social Media Tips and Tricks</td>
<td>20</td>
</tr>
<tr>
<td>Ways to Give</td>
<td>23</td>
</tr>
<tr>
<td>FAQs and Resources</td>
<td>26</td>
</tr>
</tbody>
</table>
Since 2007, the Cycle for Survival community has raised over $220 million for rare cancer research.

About half of all people diagnosed with cancer are battling a rare form of the disease. Rare cancer research is typically underfunded — often leaving patients with few or no treatment options. As doctors and researchers pursue new treatments, Cycle for Survival provides urgently needed funding.

Thanks to the support of our dedicated founding partner, Equinox, 100 percent of every dollar directly funds groundbreaking rare cancer research and clinical trials led by Memorial Sloan Kettering Cancer Center. Within six months of the close of fundraising each year, all funds are allocated to innovative research that is changing the way cancer is diagnosed and treated.

To learn more about the direct impact you’re making, visit our What You Fund page. [Here are examples of progress to share with your team and donors.](#)
YOUR PARTICIPATION

Cycle for Survival participants are committed to maximizing their impact on rare cancer research. Your participation type determines your fundraising commitment!

**TEAM CAPTAIN**
Cycle for Survival team captains commit to rallying 4 to 8 riders per bike and supporting their team as they work together to raise a minimum of $1,000 per bike (aim high: the national average is $5,000 per bike). The team commitment is shared among all members to reach and surpass by April 1st. Team captains have no individual fundraising minimum.

**TEAM MEMBER**
Cycle for Survival team members commit to supporting their team’s efforts to raise a minimum of $1,000 per bike (aim high: the national average is $5,000 per bike). This team commitment is shared among team members to reach and surpass by April 1st. Team members have no individual fundraising minimum.

**EXTREME RIDER**
Cycle for Survival extreme riders commit to riding all 4 hours and have a fundraising requirement of $4,000. Participants in our All Extreme Rides in LA & New York similarly commit to riding all 4 hours of this event and have a fundraising requirement of $4,000.

BUILDING A NATIONAL TEAM
A national team is a group of affiliated teams that participate in Cycle for Survival at multiple event locations during the same season. National teams can represent a network of friends, family members, or colleagues united by their shared mission and commitment to beat rare cancers together.

National teams are set up with a national team page that aggregates all associated teams’ fundraising onto one page to demonstrate the shared impact.

CREATE YOUR OWN FUNDRAISER
If you don’t live near one of the 17 cities in which Cycle for Survival takes place, you can still raise money for rare cancer research led by Memorial Sloan Kettering. Host your own cycling event or any other type of event to benefit Cycle for Survival! There is no fundraising minimum. You can find more information here.
FUNDRAISING LEVELS

Individuals and teams that reach the following fundraising milestones earn exclusive Cycle for Survival gear!

**INDIVIDUAL FUNDRAISING MILESTONE:** Participants who raise $4,000

**TEAM FUNDRAISING MILESTONES:** Teams that reach the designated milestones will earn exclusive Cycle for Survival swag for each team member on event day! Use our fundraising steps to help your team earn Cycle for Survival swag.
Once you register, it’s time to start fundraising! The earlier you begin fundraising, the more time you’ll have to speak with friends, family members, and colleagues about why your ride matters — every dollar counts. Here’s a quick guide to how you can do your PART — Prepare, Ask, Remind, Thank — and maximize your impact.
1 Prepare

Before you start fundraising, we recommend you plan and prepare to maximize your efforts!

- Log in to your Participant Center (cycleforsurvival.org/msk-login) and customize your fundraising page. We recommend creating a custom link for your page to make sharing it a breeze!

- Kick off your fundraising by making a personal donation! This helps inspire your donors and teammates to do the same.

- Finally, familiarize yourself with our suggested Checklist and Key Dates to find out important milestones and begin mapping out your fundraising plan.

**Fun Fact:** Team members who donate to their own ride raise nearly 13 times more for their team!

**Pro Tip:** Mark your calendar for important dates and deadlines now and encourage your team to do the same!
2. ASK

With your fundraising page and calendar ready, it’s time to think about who from your network might donate to your ride. Then, ask for their support!

- Make an initial list of people you plan to ask for donations. Family, friends, neighbors, and social media connections are a few groups to consider. Cast a wide net!

- Brainstorm how you’ll ask for donations. The fundraising email templates in our Participant Center are a great starting point! There are also sample messages included at the end of this toolkit. We encourage participants to personalize these templates – sharing as much or as little as you feel comfortable.

- Once your letter is drafted, you can send it out directly from the Participant Center or through your own email inbox. Don’t forget you can also send fundraising messages via text.

PRO TIP:

Strong fundraising letters address why Cycle for Survival is important to you.

Family and Friends,

In 2020, I am riding with Cycle for Survival, the movement to beat rare cancers. We all ride for different reasons, but we have all been touched by cancer. Cycle for Survival is my way of doing something.

Rare cancers are significantly underfunded, yet they affect about 50% of people diagnosed with cancer. Every dollar raised will go directly to rare cancer research led by Memorial Sloan Kettering.

Since 2007, Cycle for Survival has raised over $220 million. With your support, we can make a real difference in the lives of patients and their families.

Visit my fundraising page to make a tax-deductible donation.
Don’t just ask once! We recommend reaching out to your potential donors multiple times in the months leading up to your ride.

- Mix up your strategy! Stay top of mind to family and friends by using multiple channels to reach them. Send a follow-up email and post about your ride on social media — the more they see it, the more likely they are to donate!

- Time is on your side. Cycle for Survival fundraising pages close on April 1st. Sending out a final reminder a few weeks before then is often effective, as the timing of the reminder will add a sense of urgency.

**PRO TIP:**

Now that you’ve reached out to your network, leverage events to encourage fundraising. Ask for donations in lieu of birthday gifts, host a bake sale, or ask your favorite restaurant to donate a portion of the night’s proceeds to your cause and then invite friends and family to join you for a night out!
Your supporters are critical to your Cycle for Survival success, and it’s incredibly important to thank each and every donor who supported you.

- Thank your donors early and often! Every time someone donates to your ride, you’ll receive an email notification. It’s quick and easy to send them a thank you email. You’ll be surprised by how many people will support your ride, and it’s easiest to thank each donor as soon as they give!

- Nothing shows gratitude more than a handwritten note. We encourage you to download your donor list from the Participant Center by April 1st and send a heartfelt thank you to each and every person who supported your ride. Be sure to share how their support makes a difference to you and to rare cancer patients around the world.

**PRO TIP:**
Say thank you publicly! Post your event day photos on Instagram and Facebook to thank everyone who supported your ride. Use our social media tips and tricks to help!
YOUR PARTICIPANT CENTER
PARTICIPANT CENTER

HOME
This is the Overview page of your Participant Center. Here you can see how much you’ve raised, your goal, and your market manager’s contact information. From here you can choose to send an email, change your fundraising goal, edit your personal page and more!

EMAIL
Here you can leverage any of the pre-written recruitment, fundraising or thank you email templates for your convenience. You can edit any of these templates to make your outreach more personalized.
FUNDRAISING
This page shows your fundraising progress and donation history. Here you can change your fundraising goal and see a comprehensive list of your donors.

EDIT PERSONAL / TEAM PAGE
Updating your personal and/or team pages is important to share why you ride and raise money for rare cancers. Don’t forget to update your page URL, to create a unique link that’s easy for sharing!
CHECKLIST & KEY DATES
CHECKLIST

AFTER YOU REGISTER:

- Give yourself a kick-off gift (and check to see if your employer will match your donation!)
- Encourage friends, family, and colleagues to join your team
- Customize your fundraising page and URL
- Send an initial email to potential donors
- Update your profile picture on Facebook to one from our resources page
- Post on social media about your ride with a link to your fundraising page
- Schedule a time for a Cycle for Survival market manager to visit your office and give a presentation

LEADING UP TO YOUR RIDE:

- Plan a fundraiser to help reach your goal (for example: host a bake sale where a portion of proceeds from sales are donated to your team)
- Reach 50% of your goal (yay!)
- Send your first set of thank you notes
- Check to see if your donors’ employers match charitable donations — this is an easy way to double your impact!
- Reach 80% of your goal (way to go!)
- Share a video from the Cycle for Survival Facebook page on social media
- Send a reminder email to anyone who has not yet supported you

AFTER YOUR RIDE:

- Share your event day photos on social media
- Reach 100% of your goal!
- Send your final thank you notes
- Download your list of donors from the Participant Center before April 1st. You will not have access to this list after that date!
KEY DATES & MILESTONES

DECEMBER: DECEMBER CHALLENGE
• The December Challenge is a great time to ask for donations in an effort to help raise $2.5 million during the month, including $1 million for an advanced super microscope that will help uncover new insights in the lab.

DECEMBER: HOLIDAYS AND NEW YEAR’S EVE
• Holidays and the end of the year are great times to ask for donations. Not only is it the last chance for your donors to give within the calendar year for tax exemption, but it’s also a great opportunity to ask for donations in lieu of holiday gifts.

JANUARY 1: NEW YEAR’S DAY
• Email all of your donors with a “Happy New Year” email; thank them again for their generosity and let them know how far away you are from your goal and your ride.

FEBRUARY 2: SUPER BOWL
• Invite friends and family over for a special Super Bowl fundraising party!

FEBRUARY 4: WORLD CANCER DAY
• Post on social media about Cycle for Survival to boost awareness for rare cancer research and your ride!

FEBRUARY / MARCH: FUNDRAISING CHALLENGES
• Cycle for Survival often has fundraising challenges during February and March to maximize your dollars around the rides. Make sure you’re staying in the loop with emails and social media so you can learn about these exciting opportunities and share with your network.

APRIL 1: FUNDRAISING PAGES CLOSE!
• Make one final push in the days leading up to April 1st to reach and surpass your fundraising goal. Don’t forget to download your list of donors from the Participant Center.

Fundraising challenges come up a lot throughout the season — make sure to check your emails and follow us on social for more chances to earn money for your team!
SOCIAL MEDIA TIPS & TRICKS
Whether you’re kicking off a donation challenge, promoting an upcoming fundraiser, or simply sharing why you ride, follow these tips to take your social posts — and fundraising — to the next level.

Instagram, Facebook, Twitter, and LinkedIn are effective channels to spread the word about your ride — but one size does not fit all. Check out tips for each channel below:

### INSTAGRAM
Utilize the power of visuals
- Share meaningful photos or a video — repost images and videos from our account [here](#) and tag [@CycleforSurvival](#).
- End your posts with a clear call to action: Please donate!
- Always include a link to your fundraising page in your bio and direct people from your post to the link.

### FACEBOOK
Share your story
- Facebook is an ideal platform for sharing a longer and more engaging post about your story and why you support Cycle for Survival.
- Decorate your Facebook profile with all things Cycle for Survival! Download a Profile Picture Frame and a Cover Photo [here](#).
- Start a Facebook group with your team to share fundraising ideas, strategies, and milestones for each team member.
- Share posts from our Facebook page or from your teammates with a personal detail about your ride and tag [@CycleforSurvival](#)!

### TWITTER
Keep it short and sweet
- Always include your fundraising page link in each tweet to guide your followers to your page.
- Retweet [@Cycle4Survival](#) with a personal detail about your ride.
- Ask for a specific dollar amount from your followers in your tweets. Every dollar makes a difference!

### LINKEDIN
Leverage your connections
- Create a post to your colleagues and connections about Cycle for Survival. Share a post from Memorial Sloan Kettering to spread awareness about our mission.
- Export your connections from LinkedIn to retrieve email addresses from your connections. You can then send personalized messages to each connection asking for their support.
- Join LinkedIn groups relevant to your background, industry, or interests and share more about Cycle for Survival and your ride.
WAYS TO GIVE
HOW TO DONATE

CHECKS

It’s easy to make sure that these gifts are counted toward your fundraising total. Simply mail checks to:

**Cycle for Survival**
**Memorial Sloan Kettering Cancer Center**
P.O. Box 27432
New York, NY 10087-7432

Please be sure your donor includes your team’s name or your name on the memo line of the check to ensure that you or your team is credited properly. Please allow 14 business days for your donation to be reflected in online fundraising totals.

WIRE TRANSFERS & GIFTS OF STOCK

Donors may give gifts via wire transfer and gifts of stock. If you or one of your donors would like to use either of these methods, please inform the Cycle for Survival office by emailing your market manager or cycleforsurvival@mskcc.org and we will be happy to assist you.

DONOR ADVISED FUNDS

You or your donor may give through Donor Advised Funds (DAF). If the DAF is with Fidelity Charitable, BNY Mellon, or Schwab Charitable Trust, you or your donor can start the donation on the Cycle for Survival website by clicking [here](#).

If the DAF is with a different entity, you or your donor can process the donation through its usual method — just be sure to designate to Cycle for Survival and include the name of the participant or team the donation should go to.

If you have any questions about making a gift to Cycle for Survival through a DAF, please email cycleforsurvival@mskcc.org.

INTERESTED IN OTHER WAYS TO GET INVOLVED?

**Leadership Giving:** Leadership gifts (gifts of $10,000 or more) are essential in the fight to beat rare cancers. In recognition of your support, you will receive an inside look at Cycle for Survival’s funding allocations, exclusive updates on the latest research, and special event access and recognition. If you’re interested in learning more about our leadership giving program, contact battletrust@cycleforsurvival.org.

**Corporate Engagement:** Companies are making a big difference through national and local sponsorships, in-kind donations, matching gifts, and teams of employees that ride in cities across the country. If you’re interested in getting your company more involved, contact zuzy@cycleforsurvival.org.
MATCHING GIFTS

Your employer may help increase your impact! Many companies match charitable donations made by their employees. We encourage you to explore matching gift opportunities as soon as possible to ensure they have the best chance of being processed and posted to your fundraising page before it closes on April 1st.

Not only can you apply for matching gifts, but your donors can also apply through their companies as well. Research their employers using our matching gifts tool and encourage them to get their donation matched.

FOLLOW THESE STEPS BELOW:

1. **SEARCH EMPLOYER** – click here to see if your employer has a matching gifts program. If your company does not come up, contact your HR department directly. Your gift may still get matched!
2. **AUTHORIZE MATCH** – If your company matches gifts, please follow the instructions your employer provides. Please note that all matching gifts to Cycle for Survival must be submitted under Memorial Sloan Kettering Cancer Center using the address below. Cycle for Survival is owned and operated by Memorial Sloan Kettering and our tax ID/EIN number is 13-1924236.
3. **SEND FORMS** – Mail completed forms to MSK’s Matching Gifts department or submit the necessary information through your company’s online portal (if available).

Matching Gifts
Memorial Sloan Kettering Cancer Center
1275 York Avenue
New York, NY 10065

1-800-585-4118
matchinggift@mskcc.org

We do the rest! Once the gift is confirmed, your company will send the Cycle for Survival matching gift directly to MSK. Once approved, it will be reflected on your fundraising page as “Company Match for ____”.

It can take 1 to 4 months for a check to arrive after you submit the initial request with a company. Each company controls the schedule on which it issues matching gift checks, so we appreciate your patience as we work to get your gift posted.
FREQUENTLY ASKED QUESTIONS & RESOURCES
WHAT IS CYCLE FOR SURVIVAL?
Cycle for Survival is the movement to beat rare cancers. At the heart of our movement are high-energy, indoor team cycling events that take place across the country. With the support of our founding partner Equinox, the Cycle for Survival community has raised more than $220 million since 2007. 100% of every dollar raised funds innovative rare cancer studies, clinical trials, and research initiatives led by Memorial Sloan Kettering (MSK), which owns and operates Cycle for Survival. We are determined to ensure that every person facing a rare cancer has the treatment options they need to fight their disease.

WHAT IS A RARE CANCER?
About 50% of people fighting cancer are fighting a rare cancer. Rare cancers include brain, pancreatic, ovarian, stomach, all types of pediatric cancers, and many others — yet they often don’t attract the research dollars needed for new therapies and treatments. When all rare cancer cases are combined, they account for approximately half of all cancer diagnoses.

WHAT IS MEMORIAL SLOAN KETTERING CANCER CENTER?
Cycle for Survival is proud to be part of Memorial Sloan Kettering Cancer Center (MSK). MSK is the nation’s preeminent center for research and treatment devoted exclusively to cancer. Physicians and scientists work together closely to discover new ways to prevent, control, and ultimately end cancer. MSK’s legacy of innovation is unparalleled, having produced more FDA-approved drugs for the treatment of cancer than any other single academic institution.

HOW QUICKLY DOES FUNDING FROM CYCLE FOR SURVIVAL TRANSLATE TO RESEARCH?
Cycle for Survival allocates 100% of the funds raised within six months of the close of fundraising to pioneering rare cancer research studies and clinical trials. Doctors and researchers who have received Cycle for Survival funding often credit those resources for making groundbreaking discoveries possible — advancing vital research where little to no funding existed — to benefit patients around the world. To learn more about research breakthroughs made possible because of Cycle for Survival funding, see our impact examples below and visit CycleforSurvival.org/what-you-fund.

HOW LONG WILL IT TAKE FOR GIFTS TO BE PROCESSED AND COUNTED TOWARD MY FUNDRAISING TOTAL?
Online donations are processed automatically and immediately applied to your fundraising total. Please allow 14 business days for your donation to be reflected in online fundraising totals.
FAQs

HOW CAN I RAISE FUNDS FOR CYCLE FOR SURVIVAL?
There are many ways to raise funds for Cycle for Survival. Start by registering! Visit your Participant Center to customize your team and/or individual fundraising pages. Your ask will be more effective if potential donors understand why you’re riding! Check out our fundraising tips to get ideas — and join our social communities on Facebook, Twitter, Instagram, and YouTube to share content with friends and family. We encourage you to set your goals high and raise as much as possible! Remember, every dollar goes directly to rare cancer research.

CAN I CREATE A FACEBOOK FUNDRAISER FOR CYCLE FOR SURVIVAL?
We do not offer fundraising through Facebook at this time. We are here to help you with your fundraising efforts, so please reach out to your market manager with any questions around fundraising on other platforms so we can best assist.

WILL MY CREDIT CARD BE CHARGED IF I DON’T REACH THE FUNDRAISING MINIMUM?
For signature events, only Cycle for Survival Extreme Ride participants provide their credit card information for registration. These riders will be charged a $100 registration fee, which is in turn applied directly to their fundraising efforts. Cards will be charged the balance if an Extreme Ride participant registered for the signature event rides or exclusive Extreme Ride events is unable to raise the minimum of $4,000 by April 1st.

All individuals riding on teams will not be required to provide credit card information for registration and subsequently will not be charged any amount. However, we do encourage you to make a kick-off gift! Every dollar will go directly to rare cancer research.
DNA SEQUENCING: In 2018, the FDA approved larotrectinib, a new cancer drug that’s designed to outsmart a specific genetic mutation, called a TRK fusion, in a tumor. MSK led its development, and Cycle for Survival funds helped to support the research. Now it’s bringing hope to patients across the country. This groundbreaking targeted therapy is the first to be developed and approved based solely on its effect on a specific genetic change in a tumor, regardless of where in the body the tumor originated. This was accomplished using MSK’s revolutionary technology, MSK-IMPACT. It’s a tumor-sequencing test that analyzes 468 genes known to play a role in cancer. The goal is to match patients with drugs that can target their specific gene mutation — a precise way to treat the disease. Today, more than 40,000 patients’ tumors have been analyzed using MSK-IMPACT and the findings have benefited the global oncology community.

LIQUID BIOPSY: Liquid biopsy is a simple blood test that allows doctors to analyze tumors without the need for invasive surgery. MSK recently announced approval of the breakthrough MSK-ACCESS test, which has the potential to be a powerful diagnostic tool for people at risk of their cancer relapsing. For example, researchers are now using Cycle for Survival funding to study how this approach could: help diagnose brain tumors that can’t be biopsied, lead to more personalized treatments, identify who might be eligible for a clinical trial, and monitor how a patient responds to treatment — in real time.

IMMUNOTHERAPY: Immunotherapy harnesses the body’s immune system to fight back against cancer. MSK is a global leader in creating and improving immunotherapy treatments. MSK is also home to the world’s largest sarcoma immunotherapy research program — with nearly 20 clinical trials running at any given time, each testing novel strategies against this disease. Cycle for Survival is proud to support this cutting-edge work.

CLINICAL TRIALS: MSK runs one of the largest clinical trial programs in the world, leading more than 1,000 clinical trials. More than 120 research laboratories at MSK are focused on better understanding every type of cancer. Donations to Cycle for Survival are critical to launching and sustaining these efforts. Seed funding from donors is often the vital first step in establishing the proof of concept needed to secure millions of dollars of additional funding from other sources for rare cancer research. Clinical trials are hope transformed into action: saving lives by discovering revolutionary ways to diagnose and treat every form of cancer.
ADDITIONAL LINKS

- Videos
- Social Media Images
- Cycle for Survival Impact: What You Fund
- 2020 Events Calendar
- Matching Gifts
- Leadership Giving
- Follow us on social: