

PADRES PEDAL FUNDRAISING TIPS

Welcome to Padres Pedal the Cause and thank you for joining in the fight towards a world without cancer!

While fundraising doesn't come naturally to everyone, all it takes is telling your story and talking to people about why you are riding. You might be surprised by how many people have been touched by cancer and who are excited to support you.

You joined Padres Pedal for a reason and people you speak with will appreciate that. Whether that reason is because someone close to you was or is battling cancer, or because you wanted a personal challenge while supporting a good cause, talk to people you know and people you meet about your reason for joining Padres Pedal. Here are some quick tips we've picked up to maximize your fundraising efforts and reach your goal!



BUILD YOUR PROFILE

The best fundraisers are the ones that can tell a good story. Upload a photo and share your story on why you're going through all the trouble to raise money and ride hard on event weekend. Make sure to share that **100% of all donations go towards cancer research!**

USE YOUR EMAIL

The first step in fundraising is just to ask. You can send emails and letters to friends and family directly through your Padres Pedal profile. In your profile you will find examples of solicitation emails that you can use and customize with a link directly to your profile.

MAKE A PERSONAL DONATION

Fundraisers who make a personal donation raise twice as much! If you believe in the cause you're supporting, other people will as well. You can either self-donate during registration or go to your profile at any time and make a donation in your own name.

USE SOCIAL MEDIA

Post your profile like to your Facebook and Twitter to get the word out to your social media followers. Social media is the easiest and fastest way to engage your friends and family and tell them about your fundraising efforts.

HOST A FUNDRAISING EVENT

Make it a social event by gathering your friends together. Happy hours are common endeavors but really the sky is the limit with this one. Have a Padres Pedal the Cause yard sale. Host a party or BBQ at your house and charge a cover to be donated to your team.

UTILIZE CORPORATE MATCHING

Many companies have a matching gifts program to encourage employees to contribute to charitable organizations. Ask your Human Resources department if your company matches gifts, and encourage your donors to do the same.

REACH AN INCENTIVE LEVEL

Step up your fundraising and earn awesome incentives beginning at \$2,500. Let these Padres Pedal fundraising incentives motivate on your path to raise as much money for cancer research as possible.

ALWAYS THANK YOUR DONORS

This is an important one. Always take the time to thank each and every person that helped you reach your goal. Go to "Your Donations" in your profile to view your donors and their contact information.

ADDITIONAL FUNDRAISING IDEAS

- **Fundraising Competition:** Challenge your teammates to see who can raise the most on your team. Come up with a prize that the top fundraiser will win within your group!
- **Change Competition:** Collect change at work and turn it into a competition between departments.
- **Parking Spot Auction:** Get your employer to raffle off the best parking spot for a week or a month.

PADRES PEDAL RESOURCES

- **Padres Pedal Logos:** Feel free to use Padres Pedal logos to help boost your fundraising. You can find a downloadable version on our Tools Page and a list of rules of how to use them properly.
- **Customized Collateral:** On the Tools Page you will find a customizable collateral “shop” where you can browse some of our pre-made collateral that you can purchase, at cost, through us and we can customize with your team or individual information.
- **Social Media Photos and Videos:** Get social and share some Padres Pedal photos on all your different platforms. We have also created customized profile and background photos to show your support to Padres Pedal on your social media sights.
- **Impact Report:** On the Tools Page you can find our impact report that you are welcome to share with your friends and family to show them what their money is really going to fund!

