VICTORY RIDE FUNDRAISING CHECKLIST

Get started on your fundraising right away! Every dollar you raise supports lifesaving cancer research and programs. Don’t be afraid to reach out to your family and friends-- people want to help others. You are not asking your social circle to give YOU money. You are simply providing friends and family with an opportunity to support a cause important to you.

1. Login into your Victory Ride account

2. Click the Dashboard to create a Facebook Fundraiser—It is easy!!

3. Send a message to your friends. Click the Messages icon to compose a message. Make your ask personal. Explain how cancer has impacted your life and why this journey is important. Ask your donors if cancer has touched their lives and offer to dedicate a portion of this challenge in honor or memory of their loved ones (or them). This helps make your experience personal to them as well.

4. Create benchmarks for your fundraising and communicate them to your friends and family via email and on social media. These can be calendar-related (“By August 15, my goal is to have raised $750 – please help me hit this goal!”).

5. Don’t forget about matching gifts! Many companies will match charitable donations made by their employees. Ask your donor to check with their employer ... matches can double, or even triple, a donation! Click here to learn about matching gifts at the V Foundation.

6. Send a friendly reminder to all who have not donated. Update them on your rides and ask for their support.

7. Update your friends on social media. Tell them about your rides and your fundraising progress. Include a direct link to your fundraising page in posts.

8. Thank your donors. Everyone appreciates a simple and sincere “thank you.”