FUNDRAISING 101
**WELCOME**

We’re so glad you have decided to ride in Obliteride 2017. As you will learn, Obliteride is so much more than just a bike ride. It’s a time to remember, celebrate, hope, heal and cure.

This fundraising kit is designed to help you easily complete your fundraising goal, and even surpass what you thought possible!

If you have any questions please contact us at info@obliteride.org or 206.667.RIDE (7433) and we can help.

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**Fred Hutch: an overview**

Fred Hutch is a collection of interdisciplinary teams of world-renowned scientists and humanitarians working together to prevent, diagnose and treat cancer, HIV/AIDS and other diseases. Every day, these researchers are discovering new ways to detect cancers earlier, when cure rates are highest; developing effective treatments with fewer side effects; and learning how to prevent cancers from growing in the first place. For more information, please visit fredhutch.org.

**Obliteride: an overview**

Obliteride is a community movement to raise awareness and funds for cancer research at Fred Hutch. The community gathers each August to ride their bikes together in support of the shared mission to cure cancer faster.

**Obliteride’s history:**

Obliteride started in 2013 and has raised over $9.2 million dollars for cancer research. Visit the Obliteride blog obliterateblog.wordpress.com to read about our mission, participants, the event and the types of research we’ve activated and accelerated so far.
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Cancer is huge. It takes so much from us. That's why we ask our riders to step up. At Obliteride we set big goals, and that includes fundraising goals. Please remember that these are just starting points. We're here to speed past these minimums and raise crazy amounts of money. Our goal is to raise as much as possible to fuel research to cure cancer faster.

What is my fundraising commitment?

<table>
<thead>
<tr>
<th>Route</th>
<th>Fundraising commitment</th>
<th>Registration Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-mile</td>
<td>$500</td>
<td>$100</td>
</tr>
<tr>
<td>50-mile</td>
<td>$1000</td>
<td>$100</td>
</tr>
<tr>
<td>100-mile</td>
<td>$250*</td>
<td>$100</td>
</tr>
<tr>
<td>Two-day</td>
<td>$1,000</td>
<td>$200</td>
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* Increases to $1,000 if you register after May 5, 2017, or have not met your $250 fundraising minimum.

AIM HIGH! FUNDRAISING INCENTIVES FOR RAISING ABOVE AND BEYOND

Pacesetter
A Pacesetter is a participant who raises $2,000 or more. Pacesetter benefits include:
- Recognition on your rider bib proudly displayed during the ride
- Special access in the beer line throughout the weekend (if $2000 reached by August 7, 2017)
- A sweet award...to remain a surprise

High-5
Raise $5,000 or more and be part of our High-5 club. Benefits include:
- A special-edition jersey
- Two extra tickets to the kickoff party for every $5000 raised.

Top fundraisers
The top three fundraisers as of Monday, August 7, will receive recognition on stage, two extra tickets for every $5000 raised, and reserved parking at the Gas Works Park Friday night kickoff party.

The top three fundraisers on September 15, 2017 will receive a basket filled with gifts and a paver to be placed at Fred Hutch engraved with your personal message.

Unable to ride or just don't ride a bike? Virtual Riders and Volunteers can fundraise too and are eligible for the same benefits as actual riders! Volunteers and Virtual riders who raise over $560 by August 7, 2017 will receive two tickets to the Friday kickoff party. Anyone is welcome to join their team at the Finish Line party!
WHERE THE MONEY GOES

The impact of Obliteride dollars has already reached far in helping to cure cancer at Fred Hutchinson Cancer Research Center. In our first four years, our riders, volunteers and virtual riders raised more than $9.2 million. Here are some examples you can share to illustrate the impact of private philanthropy:

**LUNG CANCER**

**CLINICAL RESEARCH SERVICES (CRS)**
Groundbreaking clinical trials advance discovery, leading to cures. Housed at Fred Hutch, CRS supports hundreds of trials annually across the Fred Hutch/University of Washington Cancer Consortium.

**PROSTATE CANCER**
Fred Hutch investigators just published research linking BRCA mutations to prostate cancer, helping us identify those more at risk.

**LIFESTYLE & CANCER**
We know diet and obesity are leading causes of cancer, the question is why. Obliteride has funded research in Fred Hutch’s Public Health Sciences Division to understand the linkages so each of us can make better lifestyle choices.

**RURAL ENVIRONMENTAL FACTORS**
Does where you live matter? Environmental exposure, lifestyle choices and access to healthcare and community services all impact the incidence of cancer. Obliteride is helping understand how and what we can do better.

**BRAIN CANCER**
Focusing on curative therapies and improved surgical processes using ‘tumor paint’, to help preserve healthy tissue and function.

**AVOIDING INFECTION**
Nearly 25% of cancers are caused by infection. Avoid infection, avoid some cancers. HPV vaccination (pioneered here at Fred Hutch) has the potential to eradicate nearly all cervical cancer and many head and neck cancers. We’re funding more discoveries like this one.

**BREAST CANCER**
Staying ahead of metastatic breast cancer cells when we can’t even detect them. Combined with Fred Hutch’s leadership of the Women’s Health Initiative, the Hutch has radically reduced the impact of breast cancer.

**OVARIAN CANCER**
Better detection, understanding and treatment are all critical to increasing survival rates.

**SOLID TUMOR TRANSLATIONAL RESEARCH**
Moving lab theory, data models and tissue typing from the lab to the bedside as rapidly as possible.

**IMMUNOTHERAPY**
Fred Hutch is paving the way with less invasive and less toxic cancer treatments. Accelerating this research is vital to curing cancer faster.
STEPS TOWARDS SUCCESSFUL FUNDRAISING

Fundraising shouldn’t be stressful! Below are five steps that have been shown to help make fundraising a snap. Please use the following pages to guide your success.

1. PERSONALIZE YOUR FUNDRAISING PAGE

   It is important to tell your story – let people know why you ride.

2. COMPLETE YOUR FUNDRAISING PLAN

   Follow the instructions on this worksheet to achieve your fundraising goals in no time.

3. ASK

   Send emails, post on social media, use snail mail, personal visits or anything else, making a clear ask is key.

4. FOLLOW UP

   Be persistent. Everyone is busy these days. Send a note or reminders to your potential donors. Follow up and don’t be afraid to ask again.

5. SAY THANK YOU

   Thanking your donors for their support is very important. Send a card, call your donors, or post on social media. People really appreciate being thanked and it offers you a chance to share your experience and receive repeat gifts in future years.

IMPORTANT THINGS TO REMEMBER

- **Don’t hold back.** Cancer touches everyone. You may be surprised by who gives.
- **Remember your reason for riding.** You are participating in Obliteride because YOU can help cure cancer faster.
- **Share your story** and make it personal.
- **Say thank you.** Express gratitude through hand written thank you notes and phone calls.
PERSONALIZE YOUR FUNDRAISING PAGE

We repeatedly hear that personal stories are the #1 motivator for people to give. Your personal page is your place to share that story. When telling your story, include answers to the following:

- Why you are riding Obliteride?
- What does Obliteride mean to you?
- What are your goals for this year? Are you trying to ride farther, raise more money?
- How has cancer impacted your life and why do you believe it’s important to fund cancer research?

The Participant Center is your “command center,” - the place you go to customize your personal fundraising (and your team page if you are a team captain). You can also post photos or videos, send emails and track fundraising.

To get started: Go to obliteride.org and click on LOGIN in the upper right corner of the page and enter the username and password you created during registration there.

1. Click on Personal Page
2. Change the Title
3. In the Body section, you can customize the message that will appear on your personal fundraising page.
PERSONALIZE YOUR URL
Your URL is the web address you will send your donors to so they can make a donation specifically to your ride. It is not necessary to change your URL, but it will help if you are sending an email from your personal email account, or creating flyers to hand out to potential donors.

1. Click on URL Settings
2. Enter a custom name in the box. Make it easy to remember for yourself and your donors.
3. Your new URL will be http://getinvolved.fhcrc.org/goto/yourcustomurl

Helpful Tip: Customize even further by using a bitly.
- Go to bitly.com
- Copy the URL link from the top of your fundraising page
- Paste it into the box
- Use this new link in your emails

UPLOAD A PHOTO OR VIDEO
Your photo must be in a .jpg, .gif, or .png format. The image must be no larger than 512kb.

1. From the Personal Page (1), click on Photos/Video (2) on the right side bar
2. Click on Browse (3) to search for the image on your computer and click Save/Upload (4)
3. To upload a video, click on the video radio button (5)

Helpful Tip: You can also upload a photo from your phone by using the Obliteride app on your phone. See p. 14 for more details.
## FUNDRAISING IDEA

<table>
<thead>
<tr>
<th>FUNDRAISING IDEA</th>
<th>NOTES</th>
<th>AMOUNT WILL RAISE</th>
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</thead>
<tbody>
<tr>
<td>1 Write your story and send emails to 10 people (neighbors, co-workers, etc.)</td>
<td>Average gift = $25</td>
<td>$250</td>
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<tr>
<td>2 Host a bake sale at work or in your neighborhood</td>
<td>Sell 20 cookies, 12 cupcakes and 6 pieces of pie for $3 each</td>
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### COMPLETE YOUR FUNDRAISING PLAN

Start early, succeed early. We want you to have fun and feel fulfilled with your fundraising. And like with most things, a plan helps. Here’s a good planning framework to help structure your plan. Fill it out, use it and post it on your fridge or somewhere you will be sure to see it often.

Name: __________________________________________________________________________

My minimum required commitment: ___________________ My goal*: ___________________

You can make your goal any amount above your fundraising commitment that you like. You are only required to raise the minimum fundraising commitment listed for your route.

**Helpful tip:** bring a computer or iPad to a fundraiser in case people want to use a credit card. Have them donate directly to your fundraising page. Of course they can also donate right on their smartphone.
SET YOUR FUNDRAISING GOAL

By default, your fundraising goal is the minimum fundraising requirement for your route. You are not required to raise any amount you set over your minimum requirement. Aim high and elevate your goal any time! Donors will be more likely to give more if you still have more to raise!

UPDATE YOUR GOAL

1. Go to Fundraising Progress (1)
2. In the middle of the page you will see your current goal. Click on change (2) and enter your new goal.

VIEW AND THANK YOUR DONORS

At the bottom of this page you can see all of the donations that have been made to your personal fundraising goal.

3. Under DONATION HISTORY you will see the Donor name, amount of the donation and the date the donation was made.
4. Under Actions, you can email and thank your donor. If the donation was made via cash or check, an email won’t likely appear (not shown).

Helpful Tip: You can also download a spreadsheet of this information. It is a good idea to download and keep this list if you plan to thank your donors later or send follow-up emails. After October we transition our website to the following year and you will not be able to access this information.
INTERVIEW WITH A FUNDRAISING GURU

Rex Miller is one of our most ardent and dedicated supporters. Rex has participated in Obliteride every year since it started. Here is some advice from Rex.

"Not everyone is comfortable fundraising but the more you ask, in my experience, the more comfortable you will become at fundraising. Share why you decide to ride, make it personal."

"I try to ask everyone, never miss an opportunity and I don’t put a limit on what someone may or may not be able to donate. If someone is not able to donate, don’t take it personally."

"Always be prepared to send out the link to your fundraising page by text, email, Twitter, whatever. If someone wants to give you cash or a check, accept it and then fill out an off-line donation form when you can. Also, if someone said they would make a donation but haven’t, things happen, maybe they forgot, it’s ok to follow up with them."

"One of the simplest things I say is please consider making a donation. I talk about how every dollar goes to the Hutch. I share that half of all men and one third of all women in the U.S. will get cancer in their lifetime. I talk about what inspired me to participate in the inaugural Obliteride and what inspires me every year to keep riding. Make it personal. Speak passionately about why you decided to ride, volunteer, etc."

SAMPLE FUNDRAISING LETTER

Katie and Dan have ridden with Obliteride since 2014 and have done most of their fundraising through writing and sending letters. They utilized our template for address labels and inserted a self-addressed envelope into each letter they sent.

In 2014, Katie was our #3 fundraiser, raising $26,825.

Between 2014-2016, Team Frei raised over $131,000.

Advice from Katie and Dan:
- We’ve heard that the number 1 reason people give, is because they were asked.
- Don’t be afraid to share your story, because it’s not all about YOU. This disease directly, or indirectly, has resulted in illness and/or loss in almost every family.
- You are “inviting” people to be a part of something larger than what they can achieve on their own.

Last November, after months of treatment, I was informed that chemo was no longer effectively fighting my cancer. In December, the FDA approved a new drug, recently developed, that targets the specific gene responsible for resistance to the chemo. It’s working and I feel GREAT! I hope to ride again in this year’s Obliteride and am thankful to be able to hold our 1st grandchild - arriving this summer! Like so many, my life depends on present research to find the next drug or combination of treatments that will control my disease until there’s a cure. Last August, “Team Frei” participated in our 2nd Obliteride - an annual fundraising event that supports cancer research at Fred Hutch. 21 of our family and friends rode on our team, and with the support of donors like you, we were able to raise $57,327. That gave us an amazing 2-year total of $91,837.

The Fred Hutchinson Cancer research Center has a mission to end cancer – and soon. I’m asking for your support to continue funding this research in order to bring it to patients and their families.

Please join me in this fight. Ride with me or donate to my ride, and tell others about Obliteride, where 100% of your donation goes to Fred Hutchinson Cancer Research Center.

There are 3 ways in which to give:
Online: http://tinyurl.com/teamfrei, select “donate to this team"
Phone: 206.667.RIDE (7433)
Mail: Fred Hutch Obliteride
  1100 Fairview Ave N., J5-200
  Seattle, WA 98109
Note: Please write “Team Frei” on the memo line of your check

Thank you, Dan and Katie
ASK

Why wait? The sooner you start, the more you will raise to help cure cancer faster. There are so many ways to do this. Here are some tips with proven success.

SENDING EMAILS

Whether you use the participant center or your own personal email, sending emails is one of the quickest way to hit your fundraising goal.

We recommend two ways to send email:

<table>
<thead>
<tr>
<th>1. PERSONAL EMAIL</th>
<th>2. OBLITERIDE PARTICIPANT CENTER EMAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use your preferred email account (e.g. work, gmail, Yahoo mail, Hotmail)</td>
<td>Use the email module within the Obliteride Participant Center.</td>
</tr>
<tr>
<td>Sample emails are in your Participant Center. Simply copy and paste it into an email from your own personal account. These templates contain a standard description of Obliteride and is a simple and easy way to get the word out.</td>
<td>See next page for further instructions.</td>
</tr>
</tbody>
</table>

A few quick notes:
- Make sure to add the URL to your personal fundraising page. This is how your donors will be able to donate directly to you.
- Offer multiple ways to donate. Let them know they can also send a check made out to: Fred Hutch Obliteride 1100 Fairview Ave N., J5-200 Seattle, WA 98109

A few quick notes:
- Save your work early and often to avoid losing your content if the system times out.
- Sometimes iPad users experience problems sending emails. Your best bet when trying to send emails from your participant center is to be on a desktop and then let us know if the problem continues.
- If you experience issues in any browser, log back in to your participant center using Google Chrome or Firefox and see if that solves your issue. Then contact us at info@obliteride.org if the problem persists.
- Emails sent from the participant center are from info@obliteride.org. The people you send the email to may have to check their spam folders for your email.

Helpful Tip: Studies have shown that donors will base their donation on what their peers are giving. Approach your highest-value donors first.
SENDING EMAILS FROM THE PARTICIPANT CENTER

1. Click on Email
2. Under Select Email Template, choose the category of email you would like to send.
3. Click on Next

WRITE YOUR EMAIL
A generic email template is already in your Participant Center.

1. Replace all orange type on this page with your own content.
2. Add your own copy in the body of the email and remember to continuously save your email.
3. Click on Next to choose the recipients

CHOOSE RECIPIENTS
Option 1: Choose from your contact list (which is where you can find/upload contacts from your gmail or yahoo accounts). You can send to select individuals or groups.

*note this is a very tricky area of the system. If you click on the box next to Name, every email in the Recipient List will receive this email. We suggest sending emails from your personal email if this is not working for you.

Option 2: Type individual email addresses into "Add Contact"
THE OBLITERIDE APP

Download the Obliteride app from the app store on your iPhone or Android device to make it super-easy to fundraise straight from your phone AND instantly receive updates posted on our social platforms. The app makes it easy to:

- Update the copy on your fundraising page
- Send messages – text, email, Facebook, LinkedIn and Twitter
- Upload a photo from your phone to your personal fundraising page
- Share your personal page URL via Facebook
- Schedule pre-written posts to go out automatically to your contacts
- View your personal and team fundraising progress
- See the latest event news posted to the Obliteride Facebook and Twitter accounts
- Track your donations and send thank you’s right away
- Basically, everything that you can do in the Participant Center is made readily available right on your mobile device with the Obliteride app

SOCIAL MEDIA

FACEBOOK & TWITTER

Inside your Participant Center you can share directly to Facebook or Twitter. Click on the social media icon of your choice, write your message and post. This will also post the URL to your personal fundraising page.

Make sure to tag us!
- Tag @obliteride and @fredhutch
- Hashtag #obliteride and #fredhutch

If you want to do a post right into Facebook, copy and paste your URL into your status update. Make sure to add a photo as people are more likely to look at a status update with a photo.

To tag and thank a friend, enter the @ sign and then start typing the person’s name. If they are your friend and have a Facebook account, their profile should pop up. Press enter and it will become a live link that will also post to that friends facebook page.

URL to personal fundraising page
FUNDRAISING IDEAS

MAKE A LIST everyone you know is a potential donor. Don’t forget - other people may have a story and want to make a difference too. Here are a few categories to get you going:
- Colleagues
- Friends
- Businesses you frequent
- Clients
- Family
- Acquaintances
- Local Community Businesses
- Employers
- Alumni groups
- Clubs
- Neighbors
- Religious groups
- Doctors and Dentists
- Hair stylist

SOCIAL MEDIA post often as many people don’t see all of their friends’ posts. Thank your donors and tag them on your page.

DOWNLOAD THE APP to make it super-easy to fundraise straight from your phone AND instantly receive updates posted on our social platforms.

HOST A PARTY/DINNER/GAME NIGHT/COOK-OFF charge a fee to attend. Get small prizes for winners. Ask a local restaurant to donate 10% of their profits on a designated night for your cause in exchange for encouraging supporters to eat there.

SELL SOMETHING hold a Bake Sale, Lemonade Stand, home made crafts fair.

ASK FOR DonATIONS INSTEAD OF GIFTS FOR A BIRTHDAY OR SPECIAL EVENT HONOR YOUR DONORS write the name of your donor or of their honored loved one on your body, bike, helmet or sticker.

OFFER INCENTIVES/DO SOMETHING SILLY Examples:
- $100 will get them a batch of home made cookies
- $150 you will wear a silly article of clothing of their choice (must be safe) during the ride.
- $500 you will video yourself signing a song of their choice

RECYCLING ask individuals or businesses for cell phones and ink cartridges that can be recycled for cash.

A-THON bike, swim, trike: participants can seek sponsorship from friends and family members. Donors are encouraged to attend the event where a bake sale or meal can be served to raise even more.

HAVE A GARAGE SALE ask your friends for donations of items for your garage sale.

GIVE UP SOMETHING challenge people to commit to give up a regular activity (drinking coffee) for a month and donate the money they save to the cause (or do this yourself).

display names requested by your donors
MATCHING GIFTS

Take advantage of corporate match programs. Remind every donor (including yourself) to request a match. It is important to note that it can take 1-6 months for matching donations to reach Fred Hutch, so plan ahead.

Matching gifts are made to Fred Hutchinson Cancer Research Center, not Obliteride. Please let your donors know this when applying for a match. Also ask them to add your name and “Obliteride” to the matching application form.

We encourage you to tell your donors to apply for the matching gift as soon as possible and follow up with them to make sure they have done it. If the donation will be arriving after the fundraising deadline, we will ask for the confirmation of their application for the match in order to apply it to your fundraising goal.

For more information and to see if a company has a matching gift program, visit obliteride.org/donate/matching-gifts

AFRAID OF FUNDRAISING? A TESTIMONIAL

David Lazar has ridden in Obliteride all 4 years and gave us some great advice for our fundraisers.

I am hearing from a few friends that they would like to ride, but feel “funny” about asking for donations. For these friends and others who have a hard time asking for money, I want to share a few thoughts about how and why to ask.

What makes me an expert? Well, I’ve been fundraising for charitable causes for more than 10 years, have worked with corporate donors as well as individuals, and have probably donated and raised over $250K during that time. One of my fundraising teams raised close to $150K for a single ride, and we got to cross the starting line first – a huge thrill!

Here are some things to think about if you’re hesitating....

First of all, don’t! Our economy and our American society are really built on charitable donations. Because we have relatively smaller government/public funding than other developed countries, charities have to pick up the slack.

Second, aren’t your friends asking you? Rather than taking their constant requests as a cue NOT to ask, why not agree to support each other’s causes? I keep a file of everyone who asks me to donate, and I ask them back, making it clear that it’s a two-way street, and then everyone wins.

Third, haven’t you been wanting to “get more involved,” “give back,” or “support the community?” Admit it, doing a bit of fundraising for such a good cause, while slimming down for summer, is a great way to fulfill your urges. Believe me, it will feel good!

Finally, many of you reading this work for companies who will match your donations dollar-for-dollar. And your friends do, too. These companies love to advertise how much they give back. Help relieve them of all that excess money!

Do one thing for me right now: Think about your story. I mean, think about your motivation for riding or wanting to support a great cause like helping Fred Hutch end cancer. Is it because you personally have been touched by cancer? Because you want to stretch yourself for a good cause? Or because you just don’t think cancer is fair, and the Hutch is helping? Asking will be 10x more meaningful – and easier – if you’re clear on why you’re asking.

Please consider going out of your comfort zone for all these good reasons, and pass this along to some friends who might need motivation, too.
FOLLOW UP AND SAY THANK YOU

BE PERSISTENT, EVEN WHEN SAYING THANK YOU

Don’t be afraid to ask, and ask again. Everyone is busy, so a little reminder is often welcome.

Here are some ideas for “spicing up” your communications:

• Tell people that you have decided to ride in Obliteride and share why it is important to you. Use this as your first opportunity to ask for support.
• Share updates on your fundraising and training, and start thanking people when they donate; a good reminder for those who haven’t yet done so.
• Just before the ride, remind people that the weekend is coming up.
• Take pictures during the party and the ride, then post them along with a quick update. Thank everyone who has already supported you and let people know that they can still donate (and you can also use these ideas for your emails as well).
• In each of your your emails, make a dedication to a different person you are riding for. You can share the blog posts and emails we send as well.

THANK YOUR DONORS

One of the most important things to do after Obliteride is thank your donors. Teresa Lawson, team captain for Team Odds & Ends, sent an email with photos, highlights and big thanks. This is a great example to use when crafting your thank you notes.

THANK YOU to all of the friends and supporters of Team Odds & Ends. Obliteride was a blast! Long enough – 50 miles was plenty! – and hot, but a pleasant route. It was great fun to have a team to ride with and celebrate with afterwards. Our team of five volunteers (road assist driver, medic, etc.) and 13 riders – nine of them cancer survivors – has raised over $42,000 to support Fred Hutchinson Cancer Research Center! Two riders did the 25; most of the rest rode 50, and the amazingly awesome Sunshine rode 100 miles. I was so proud of everybody!

A heartfelt thanks for all the support, encouragement, and donations.

-- Teresa

PS This Obliteride isn’t over yet! Donations are accepted through September. Every dollar goes to the Hutch. And, although our team is small and lacks any kind of corporate connection, we are the #9 fundraiser out of more 100 teams. Help us stay there?! It's all for Fred and the future!
TOOLS & MATERIALS

We want to make fundraising as easy as possible. For this reason, we have created the following resources that you can customize and use to help get the word out about Obliteride.

All of the resources below and other helpful documents can be found at obliterate.org/news-and-info/tools

Obliteride Wallpapers
Background images to use on your computer, mobile device, or on social media.

Obliteride Poster
You can download our official Obliteride poster to hang in your office, gym, or place of business. Pass them out around your town to get other people riding!

Customizable donation poster
Add your ride distance, your reason for riding, and your URL. Post it where potential donors will see it.

Team captain kit
Want to start a team? Check out what a team is all about.

Obliteride videos
Share the videos on your social media page or in your emails to friends.

Safety Video
Need a cycling safety refresher? Check out our safety video.

Obliteride logos and brand guidelines
You can find jpg’s of our logos online. If you need another version or more guidance please email us at info@obliteride.org.

Blog
Subscribe to our blog. Find stories, fundraising ideas and more that you can share with your donors. obliterideblog.wordpress.com

Find us on:
Facebook at facebook.com/obliteride
Twitter at Obliteride
Instagram at Obliteride

Make sure to tag us!
- Tag @obliteride and @fredhutch
- Hashtag #obliteride and #fredhutch

Matching gifts
Double the impact of your gift by having your company match what you’ve already given. Type in the name of your company on this page and follow the instructions provided. Contact your Human Resource department directly if no search results display. obliteride.org/donate/matching-gifts

Donation forms
You can find offline donation forms in your Participant Center.
How do I direct someone to donate online?
If you are sending an email from your participant center, a link to your fundraising page is automatically added to the bottom of your email. Your donors click on that link and it will take them to your personal fundraising page.

If you are creating your own email, letter, or card to give to potential donors, add your URL or direct them to obliterate.org to search for your name. Your URL is the web address that you will find in the web address bar at the top of the page when you are on your personal fundraising page. See p. 8 about customizing your URL for more information.

What happens if I don’t meet my fundraising commitment by the deadline?
The fundraising deadline is September 15, 2017. This means that you have a month after the ride to complete your fundraising.

Every rider is required to complete their fundraising pledge form (or to have met their minimum) prior to the ride. If you do not complete your fundraising minimum by 9/15/17 we will charge the remainder to your credit card.

What is a pledge form?
By registering to participate in Obliteride you are committing to raise the minimum fundraising requirement for your route. If you have not completed your fundraising by August 11, 2017, you will need to have completed a pledge form indicating that your credit card will be charged for any remaining fundraising you have not completed by September 15, 2017.

To complete the pledge form, login to your Participant Center and click on Pledge to complete your fundraising by 9/15. This non-refundable $5 charge will be applied to your fundraising amount.

How does team fundraising work?
We recommend teams decide early to fundraise individually or as a team or both. Donations can either be directed towards your personal fundraising or your team’s fundraising. Team donations benefit the overall team. In September, donations made to a team can be moved by the team captain to an individual participant. Please discuss with your team captain whether they will distributing team funds.

How do I donate via check/where do I send checks from my donors?
Complete the Offline donation form found in your Participant Center and mail your check to the address below, payable to Fred Hutch Obliteride. If you receive a check that is made out to you, please endorse the check on the back to Fred Hutch Obliteride. [Please do not deposit the check into your personal account and write a new check or pay via credit card.] We must have the original check endorsed to Fred Hutch/Obliteride in order for the donor to receive a tax receipt. Be sure to include the participant or team name on the check FOR/memo line:

Mail to:
Fred Hutch Obliteride
1100 Fairview Ave. N., J5-200
Seattle, WA 98109

What do I do if a donor gives me cash?
Cash donations can only be accepted at the Obliteride office. We cannot guarantee the receipt of any cash donations sent via mail. If you receive cash, please fill out a donation form with the donors information so we can send a thank you and tax acknowledgement. If you choose to deposit the cash donation and write us a check or make a donation online, we CANNOT send the donor a tax acknowledgement.

For your convenience, an Offline donation tracking sheet is available in your participant center.

For more FAQ visit
www.obliteride.org/news-and-info/FAQ

We are available to answer your questions at info@obliteride.org. Please be aware that the days leading up to and following Obliteride can be very busy and may take a little bit longer for a response.