



FUNDRAISING GUIDE

Thank you for your commitment to participating in Pedaling 4 Paige and supporting our mission! Together, with your help, we can continue to invest in research and patient programs at Upstate Golisano Children's Hospital.

Participating in Pedaling 4 Paige is a perfect way to put your physical, mental and emotional energy toward something much bigger. Every dollar you raise stays right here in Central New York.

Use this guide to be successful in your fundraising efforts.



TIPS & TRICKS

Register and Plan: Once you have registered for Pedaling 4 Paige, create your personal fundraising page. This will assist you with your fundraising efforts.

Personalize Your Fundraising Page: Log in to your account with RunSignUp and update your page.

- Tell your story of why you are participating. Are you participating in honor of or in memory of someone? Are you spinning because you are a survivor? Let your family and friends know why this matters to you.
- Set your own goal and aim high! Keep in mind that to participate there is a \$50 minimum fundraising goal for every hour you spin in the live event.
- Add a photo! It can be a photo of you, of who you are participating for, or from other Paige's Butterfly Run events. If you want to get real creative, you can even create a slideshow for your fundraising page!

Make a Personal Gift: Kick start your fundraising efforts and lead by example by making a personal gift. Others will be more likely to give if they see that you have too!



TIPS & TRICKS

Ask, Ask, and Continue to Ask: Starting from the time you register for Pedaling 4 Paige until the fundraising deadline, ask your family, friends, co-workers and others in your network for support as you spin to fight pediatric cancer in Central New York.

Use social media and email as your primary fundraising channels as most donations are made online. Don't forget to include a link to your personal fundraising page when doing social media and email asks.

Consider...

- Asking family, friends, co-workers and others in your network to support you for a specific dollar amount such as \$20, \$50, \$100.
- Sharing what the funds you are raising supports and make sure your donors know every dollar makes a difference.

Send emails: Don't be afraid to send a few emails and follow up with friendly email reminders. You can also use email as a way to keep people up-to-date with your fundraising progress and share when you reach certain milestones. To help get you started, we've created email templates for you to use in RunSignUp.



TIPS & TRICKS

Social Media: Post on social media to get the word out and encourage family and friends - in Central New York, across the country, and around the world to join Pedaling 4 Paige.

Use the event hashtag #Pedaling4Paige2021 in your posts. We will randomly select participants using the hashtag and share their photo or video on our social media platforms.

Below are example messages that you can use in your posts to encourage people to donate and/or join you!

- I'm participating in Pedaling 4 Paige to raise money for kids fighting pediatric cancer in CNY. Help support my efforts by donating online: (include fundraising page URL)
- Did you know that over 60 children will be newly diagnosed at Upstate Golisano Children's Hospital this year? I'm raising money to fight pediatric cancer and fund hope. Help support my efforts by donating online at: (include fundraising page URL)
- Join me and @PaigesButterflyRun and help raise funds and awareness for childhood cancer! I am participating in Pedaling 4 Paige and need your help. Visit my page for more details: (include fundraising page URL)



TIPS & TRICKS

Send a letter by mail: Not everyone is on social media or regularly checks email.

If you receive donations of cash or check in support of your ride, please mail to:

Paige's Butterfly Run, Inc.
50 Presidential Plaza, Suite 106
Syracuse, NY 13202

Please enclose a note describing the individual or team that the donations should be credited to.

Continue Updating and Thanking: Thank you notes are SO important! Make sure to thank people who are making donations in a timely manner. Remember to also share updates on your progress with your supporters.

Company Matching Gift Program: Most employers have a matching gift program and will match donations made by their employees. Each company has its own approach to charitable giving, so please be sure to confirm matching gift program guidelines directly with your employer.

Still Have Questions?

Contact us at 315.303.2578 or email info@pbrun.org.