INTRODUCTION

BY REGISTERING FOR CT CHALLENGE, you’ve joined a purpose-driven community that is dedicated to funding game-changing exercise, nutrition and community-building support programs for cancer survivors. While the need for cancer survivorship programs is as urgent today as ever before, we realize that the economic uncertainties and the critical needs of our community are currently overwhelming. As a result of these unprecedented times, we have decided to not enforce CT Challenge fundraising commitments this year.

With that said, we encourage everyone to strive for personal fundraising goals through My Challenge. Fundraising will look a little different this year and that’s okay! This toolkit is designed to help you navigate virtual fundraising and how to ask for donations in the midst of COVID-19.

We are confident that if you follow the steps laid out in this toolkit, you’ll meet and even exceed your goals for this year, all while having fun in the process.
WHERE THE MONEY GOES

Founded in 2005, CT Challenge was established with the objective to fund game-changing exercise, nutrition and community-building support programs for cancer survivors. Through the first 15 years, the CT Challenge community raised more than $22 million for cancer survivors.

COVID-19 and Cancer Survivors

While we may not be physically able to reach cancer survivors across the US, we are excited to launch the COVID-19 Relief Fund for Cancer Survivors. Funds raised will be used to offer virtual programs such as music therapy, nutrition and meditation workshops, mental health support, as well as live or on-demand exercise classes with MyVictory.

Genesis

Since the beginning of the COVID-19 crisis, one thing has been clear: People with a compromised immune system are at increased risk. And this population includes people dealing with a cancer diagnosis. The COVID-19 Cancer Survivor Relief Fund was initiated in order to provide virtual resources for those impacted by cancer.

To learn about additional examples of the impact you’re making for cancer research, please visit our Impact page.
MY CHALLENGE

CT Challenge has always been more than a bike ride. This movement is about conquering a personal challenge and coming together to raise crucial funds for a disease that impacts us all. This year, CT Challenge is all about defining your own personal challenge—and leveraging your individual goals to raise funds for much-needed programs for cancer survivors.

My Challenge is a community fundraising effort, driven by individual goals and experiences, that allows participants to select a goal and activity that is meaningful to them and leverage that experience to inspire support from around the world. What will your Challenge be?

From riding your bike across the state, to conquering that hike that always seemed just a tad bit too intimidating, to raising $1,000 by letting your kids shave your head... if your idea takes effort and commitment, CT Challenge welcomes it! We encourage you to challenge yourself by choosing a goal that is slightly outside of your comfort zone—and selecting a fundraising goal that feels achievable to you—and have fun with it!

Setting Your Fundraising Goal

While there are no fundraising commitments in 2020, we encourage each participant to set a fundraising goal to help increase their fundraising efforts. Participants will not be held to their fundraising goal and will not have their credit cards charged if they fall short of their goal, but will be encouraged to hit, or surpass, their goal through incentives!
FUNDRAISING INCENTIVE LEVELS

This year, CT Challenge will offer different incentive levels to energize the community’s fundraising efforts. Gifts will be sent directly to participants’ houses once they hit a milestone or commit to a fundraising goal. **Those milestones are:**

- **Raise $250+:** Get a CT Challenge tee
- **Raise $500+:** Get $25 to spend in the CT Challenge Shop and a CT Challenge tee
- **Raise $1,000+:** Get $50 to spend in the CT Challenge Shop, a CT Challenge tee, and a CT Challenge hat
- **Raise $2,000+:** Get $100 to spend in the CT Challenge Shop, a CT Challenge tee, a CT Challenge hat, and a CT Challenge Hoodie
- **Raise $5,000+:** Get $250 to spend in the CT Challenge Shop, a CT Challenge tee, a CT Challenge hat, a CT Challenge Hoodie, and your choice of a CT Challenge 2020 cycling jersey or premium performance shirt
ASKING DONORS FOR SUPPORT IN 2020

The most successful CT Challenge fundraisers have one thing in common: they ask as many people for support as possible, in very personal ways. But how can you approach your donors with an ask to donate to your CT Challenge without seeming insensitive to what’s going on in the world?

In these times, it can feel challenging to navigate fundraising and asking your donors to support your fundraising efforts. Members of the community are still willing to give, and more than ever, are looking for ways to support the community. After all, by not asking for donations, you have already made the decision for your donors!

Before sending your fundraising letter this year, you’ll want to plan who you will be sending your fundraising letter to. We recommend including people who have donated to you in the past, family, friends, and others within your network who have expressed an interest in helping the community during this time.

Once you’ve determined who you will be reaching out to, it’s time to update your 2020 fundraising letter to answer the following questions:

+ What is CT Challenge and where does the money go?
+ What is CT Challenge doing in response to COVID-19?
+ What are you doing for your Challenge?
+ Why are you remaining committed to fundraising for cancer survivors this year?
+ What does someone’s support mean to you this year?
+ What is your fundraising goal and how much progress have you made?
ASKING DONORS FOR SUPPORT IN 2020

Here is an example of a fundraiser letter for 2020:

Dear Friends and Family,

As you may know, I’ve participated in CT Challenge’s annual bike ride for the past X years. This legendary event and organization, which has raised more than $22 million for ground-breaking cancer survivorship programs since 2005, is so close to my heart.

A lot has changed over these past few months—and this year, the CT Challenge event will look different than expected. However, CT Challenge has always been more than a bike ride. This movement is about conquering a personal challenge and coming together to raise important funds for a disease that unfortunately impacts us all. So instead of riding X miles this year, I’ll be joining the entire CT Challenge community in My Challenge—where we’ll each define our own personal challenge and raise funds for impactful cancer survivor programs. This year, my goal is to ride 100 miles before July 24th and raise $1,000 for cancer survivors.

I am reaching out today to ask for your support as I work to reach my goal. Now more than ever, the need for cancer survivorship funding is vital—and on top of all of the existing needs in this space, survivors are now fighting COVID-19, as there are so many survivors who are immunocompromised. I am so proud to share that proud that CT Challenge recently launched the COVID-19 Relief Fund for Cancer Survivors. Funds raised will be used to offer virtual programs such as music therapy, nutrition and meditation workshops, mental health support, as well as live or on-demand exercise classes. To learn more, visit: https://yourmission.org/covid_cancersurvivors/.

Though this is a challenging time for all of us, every dollar I raise this year will make a tangible impact for those in need. If you’re able to, please consider supporting me today by donating to CT Challenge and supporting my goal to raise $1,000 for cancer survivors. To donate, please follow this link to my profile page: [insert link here]

Thank you so much for your support!
THANKING YOUR DONORS IN 2020

Nothing is more important than taking the time to say thank you to the people who supported you this year. Whether you create your own postcard or write a heartfelt letter, always take the time to send a personal thank you note. Remember, you can download your donor address list from your profile at any time.

HERE’S A SAMPLE MESSAGE YOU CAN USE WHEN THANKING YOUR DONORS:

Dear Aunt Cindy,

Thank you so much for the donation in support of my CT Challenge fundraising efforts. During these uncertain times, your donation is more impactful than ever, as the need for programs for cancer survivors is as urgent today as ever before! It is an honor to participate in the CT Challenge for all those impacted by cancer, in providing them with mind-body health and wellness programs that they need!

Totals keep rising! I am very proud that I am able to help out in this small way. To date, CT Challenge has raised more than $22 million for cancer survivors and my ride has raised $500.

This summer, I set the goal of riding 200 miles over the course of 2 months for my CT Challenge. I have felt the presence of my supporters with every pedal. Sometimes I feel like quitting, but quitting is not an option because cancer doesn’t quit! Thank you again for your continued support.

Sincerely,
Ben

Don’t forget to also post your thank you on social media for your friends and family who have been following along with your CT Challenge journey.

---CT CHALLENGE FUNDRAISING UPDATE---

THANK YOU!

Thanks to the outpouring of support from each and every one of you, as of today, I have managed to TRIPLE my original goal of $500, bringing me to just over $1500 total! As of today, I completed mile 150 of my goal to ride 200 miles by July 28th. There have certainly been bumps along the way, but each time I find myself getting down, I think about all of the hard-hitting survivors who have had to overcome in their lives. That is what gets me through that next mile, and up over that next hill.

I cannot tell you how much I appreciate the generosity. Your words of encouragement and support have been so incredibly uplifting, and just affirms how blessed I am to know each and every one of you.

For those who have yet to donate, there is still time! You can visit my fundraising page here: www.ctchallenge.org/AndrewHendfield. Anything helps. Thank you and God Bless!

Andrew Hendfield
www.ctchallenge.org/AndrewHendfield
FUNDRAISING ONLINE!

Now that fundraising has moved mostly online, it’s time to start thinking of some fun, new ideas to raise money for game-changing programs for cancer survivors!

Live Stream and Social Media Fundraisers

Facebook Fundraisers and Instagram Story Donations are both simple and effective ways to raise money for CT Challenge; however, there are a few things to keep in mind before you use these platforms for your fundraisers.

1. Tease out the night before that you have something special coming. Tell viewers to tune in at X time to learn more about it the following morning.

2. Start early in the day and let people know all the details around your fundraising event. Promote this on all your social media platforms and through emails to friends and family. Items to include:
   - How much money you’re aiming to raise
   - The time the fundraising activity will take place if you hit your fundraising goal
   - Details about how people can donate. Share information on how to donate on different platforms:
     A. Facebook Fundraiser
     B. Instagram Donation Button
     C. Directly to your Rider Profile

3. Continue promoting your fundraising event and the need for donations throughout the day.
   - Provide updates on where you are in the fundraising total
   - It can also be fun to show sneak peaks of the accessories you’ll be using for your fundraiser (ex: razor for head shaving, photo albums for funny photos, etc)

4. Tell people how they can tune in to see the fundraising event live. Below are some of the potential avenues:
   - Facebook Live
   - Instagram Live
   - YouTube Live

Ensure that your social media profile is ready to go live prior to the event and that you’re prepared with whatever platform you choose. Connect to WiFi so you know you’ll have a reliable connection. Below are some additional tips:

FACEBOOK LIVE

A. Ensure your phone’s rotation setting is “unlocked”
B. Tap the camera icon under Create a Post on your Facebook page
C. Write a compelling description
D. Click the blue “Start Live Video” button to start broadcasting
FUNDRAISING ONLINE!

Live Stream and Social Media Fundraisers (continued)

E. There will be a countdown once you hit the start button, so be prepared that the video won’t start filming right away

F. Film the event horizontally to optimize for Facebook

G. Click “Finish” to end the broadcast

H. When you hit the “stop” button for the Facebook Live, it typically takes a few seconds to turn off. There will be a check mark and a “ding” that you’ll hear once it’s officially completed.

I. Post your replay and save the video to your camera roll

INSTAGRAM LIVE

A. Swipe right on the mobile app to reach Instagram Stories

B. Swipe right to the LIVE feature at the bottom of the screen

C. Tap the button to Go Live

D. Film the event vertically to optimize for Instagram

E. After filming, hit “Share” so that it publishes to your Stories for others to watch later

YOUTUBE LIVE

A. Note: Only YouTube channels with at least 1,000 subscribers can live stream on a mobile device

B. Before you create a live stream, you’ll need to enable your channel for live streaming

C. Click the upload icon in the upper righthand corner

D. Click Go Live

E. At the top, select Webcam

F. Enter a title and description and select a privacy setting. You can also schedule your live stream for a later date

G. Click More options > Advanced Settings for more settings

H. Click Save. Your camera will then take a thumbnail

I. Click Go Live

J. When you’re done streaming, click End Stream at the bottom. All streams under 12 hours will be automatically archived. You can access previous, current, and upcoming streams in the Live Tab.

THANK EVERYONE FOR THEIR SUPPORT AT THE END OF THE EVENT AND ANNOUNCE THE FINAL FUNDRAISING TOTAL
Virtual Fundraiser Ideas!

Online Silent Auction

- Are you unable to host your annual fundraiser but already have donations secured for a silent auction? Utilize Google Forms to set up a virtual silent auction. Here is an example!

- Raffles and 50/50’s can also be executed this same way!

Bingo Squares

- Creating a bingo board is a fun way to promote fundraising through Instagram Stories or other social channels. In summary, people purchase different squares and once there’s a BINGO or the whole board is filled then the fundraiser has to do something.

Virtual Bake Sale

- If you have a love for baking, then a virtual bake sale is a great option for fundraising. Offer people different incentives for donating to your fundraising goal. People love the personal touch and baked goods, like cookies or candy, are easy to send in the mail.

Head Shaving

- Many events have seen success around raising money for someone to shave their head or cut their hair. The key for these events is to build momentum and keep people excited about the head shaving.
MATCHING GIFTS

This section is intended to answer some of our most commonly asked questions about matching gifts and indirect donations. Please carefully read the following pages, in addition to our comprehensive online FAQs here.

Matching Gifts

Matching gifts are a great resource! You could use them to potentially double your fundraising efforts.

- We offer a fantastic tool that you can use to find out whether an employer matches charitable contributions, how frequently they disburse gifts, and how to contact their matching gift coordinator. This can be located at bike.ctchallenge.org/matchinggifts.

- We encourage you to apply for your matching gift as soon as possible to ensure your funds have the best chance of arriving into your account before the fundraising deadline. It can take up to a year for a check to arrive in your account after you submit the initial request with a company.

- Each company controls the schedule on which it issues matching gift checks. Many companies issue matching gift checks on a quarterly basis, while others may issue checks on a semi-annual or even annual basis. Thus, it is very important for you to familiarize yourself with a company’s matching gift policy.

- While the CT Challenge team highly encourages the use of matching gifts in fundraising, we have no control over the timing, distribution, and receipt of your matching gift. For this reason, we encourage you to supplement your fundraising efforts with matching gifts instead of relying on them.

WE MUST RECEIVE ALL MATCHING GIFT DONATIONS BY SATURDAY, DECEMBER 19, 2020 TO BE COUNTED TOWARDS YOUR 2020 FUNDRAISING COMMITMENT.
FAQs

For a full list of FAQs, please visit our website at bike.ctchallenge.org/ride/faq.

General Donation and Fundraising FAQs

Q: Is there a fundraising commitment for this year?
A: There is no required fundraising commitment for 2020. However, if you would like us to charge your credit card for your fundraising goal balance, you will be given that option when you re-register starting June 5, 2020.

Q: My employer has a strict no-solicitation policy. How am I going to reach my commitment if I can’t tell my colleagues about what I’m doing?
A: We respect your employer’s solicitation policy and we encourage you to review it carefully. We hope that our fundraising tool kit helps you think creatively about other fundraising opportunities outside of your area of employment. Additionally, you can always contact our team at info@ctchallenge.org if you need help brainstorming additional fundraising ideas. The CT Challenge community is often sharing different ideas on social media as well!

Q: I have a personal issue and can no longer devote as much time to fundraising as I’d hoped. What should I do?
A: We understand that this year is a challenging time for our community. If you can no longer devote time as much time to fundraising, please do not worry. We will not be requiring fundraising commitments or Ride distances. We appreciate all involvement levels.

Q: It’s October 14th and I’m panicking because I’m having a problem with a donation.
A: Take a deep breath and relax. Before you pick up the phone and call us, please keep in mind that we are not enforcing fundraising commitments for 2020, unless you have chosen to do so. If the donation is not in by October 31, 2020 and you have decided to not commit to fundraising this year, any donations received after the fundraising cutoff date will be applied to your 2021 Ride.

Q: Can CT Challenge staff come and support me or speak at my cool/ awesome/ unique fundraiser?
A: Considering recent events surrounding COVID-19, it is unlikely that we will attend any physical fundraisers this year. We are more than happy to join any virtual events you and your team are hosting! If you have any questions about hosting a virtual fundraiser, please reach out to info@ctchallenge.org.

Q: Why doesn’t the amount ‘I’ve raised’ equal the total donations listed on my profile page?
A: While every donation pledged to you is immediately reflected on your donation list on your profile page, a check donation can only be added to the amount that you’ve raised after the check has been received by the CT Challenge office.
**FACEBOOK FUNDRAISER FAQS**

If you decide to host a Facebook fundraiser, here are some FAQs:

**Q:** What do I need to do after setting up a fundraiser?
**A:** Once your Facebook fundraiser has ended, please email info@ctchallenge.org with a list of the donors’ names and the amounts contributed. Please also include what name, and email the donations should be allocated to.

After your fundraiser ends, Facebook will provide CT Challenge with a report with different fundraisers held. The information we receive always includes the amount and the donor name, but sometimes doesn’t tell us the “host” of the fundraiser. Your emailed report will ensure we can track donations to your fundraiser quickly and easily.

**Q:** Will CT Challenge issue a tax receipt from my Facebook fundraiser?
**A:** No. CT Challenge doesn’t actually receive the donor’s information from Facebook. Facebook, however, sends donation receipts to those who donate through a Facebook fundraiser. Please consult with your tax advisor on these donations.

**Q:** If I’m not a Rider and want to create a fundraiser and direct the funds to a Rider, can I do that?
**A:** Yes, you would need to contact us with your fundraising information, donors and amounts. Please see the question: What do I need to do after setting up a fundraiser?

**Q:** When will funds arrive to my CT Challenge account after I’ve hosted a fundraiser?
**A:** Please give yourself a month from the end of your Facebook fundraiser to see your funds in your account. CT Challenge Facebook fundraisers need to be completed by 8.31.2020 to ensure they hit this year’s fundraising deadline of 10.15.2020

**Q:** Are there fees associated with Facebook Fundraisers?
**A:** There are no fees associated with Facebook fundraisers.

**INSTAGRAM GIVING FAQ**

If you decide to add an Instagram Donation sticker to your Instagram Story, here are some FAQs:

**Q:** How do I give to CT Challenge through Instagram?
**A:** On Instagram stories, you can now add a 'Donate Button'. Once you add that button to your story, you will want to search for Pelotonia’s Instagram and link CT Challenge to your donate button. After you post your story, your link will be accessible and the giving process will stay within Instagram.

**Q:** How will I allocate this donation to a Rider?
**A:** Unfortunately, there is no comment box to note your Rider ID when giving through Instagram. If you are the fundraiser host, you will want to send an email to andrew@ctchallenge.org. with a screenshot of your donors and the donation amounts.
FAQs (continued)

Instagram FAQs (continued)

Q: Where can I find my donors?
A: On the Instagram Story with the donate button, swipe up to find the full list of donors. If your story has disappeared after 24 hours, go to your Profile Page and click on the 3 lines in the upper righthand corner. There you will find your Archive and can click on the original story. From there, swipe up to find your donor list.

Q: How long will it take for the funds to get to CT Challenge?
A: Funds can run 1–2 months behind before they reach your profile. To ensure your funds are allocated as soon as CT Challenge receives the payout from Instagram, please screenshot the donor list attached to your story and forward it to andrew@ctchallenge.org.

Q: Who will issue my tax receipt?
A: At the time the donation is made, a tax receipt will be emailed to the address that is linked to the donor’s Instagram account. These will not come from CT Challenge, as the donation is going to Instagram and then coming to CT Challenge from their team.

Q: Are there fees associated with Instagram Giving?
A: There are no fees associated with Instagram Giving.