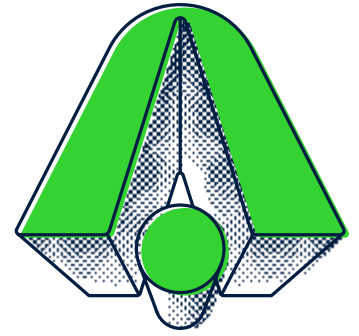


Fundraising Toolkit



BELLRINGER

Georgetown University
Lombardi Comprehensive Cancer Center

GEAR UP: END CANCER

OCTOBER 21, 2023 | [BELLRINGER.ORG](https://bellringer.org)

INSPIRE – EMPOWER

UNITE

By committing to Ride in BellRinger, you've joined a community united against cancer and dedicated to supporting cancer research.

BellRinger is powered by the strength of Riders and Virtual Riders, like you, who personally commit to raise funds and support our cause. Fundraising can be daunting, but when each Rider and Virtual Rider asks their friends, family, and neighbors to donate \$10, \$20, or \$100, our collective impact grows.

What you'll find in this toolkit:

- 04 Where the Money Goes
- 06 The Basics
- 08 Tips and Tricks for Individual Fundraising
- 13 Sample Fundraising Letter
- 14 Frequently Asked Questions

This toolkit is designed to provide you with the resources necessary to achieve your fundraising goals. We believe that if you get creative and be bold, you'll exceed your fundraising commitment and have fun in the process.



Feel free to reach out to
BellRinger with any questions
you have about fundraising.

RIDE@BELLRINGER.ORG

[202.525.6401](tel:202.525.6401)

WHERE THE MONEY GOES

BellRinger supports groundbreaking research at Georgetown University's Lombardi Comprehensive Cancer Center. Georgetown Lombardi has been a leader in innovative cancer research for over 50 years and was one of the first centers in the country to receive a National Cancer Institute designation.



100% OF FUNDS RAISED SUPPORT:

*GEORGETOWN
UNIVERSITY*

Lombardi Comprehensive
Cancer Center

Today, Georgetown Lombardi remains the only NCI-designated Comprehensive Cancer Center in the D.C. area and is the research engine for their clinical partner, MedStar Health, enabling “bench to bedside” initiatives that fuel better outcomes for cancer patients.



Dollars raised by Riders and Virtual Riders will help expand resources in Georgetown Lombardi's current research areas and enable development into new, innovative fields.

Accessibility to preventive cancer care for local D.C. residents through the Capital Breast Care Center

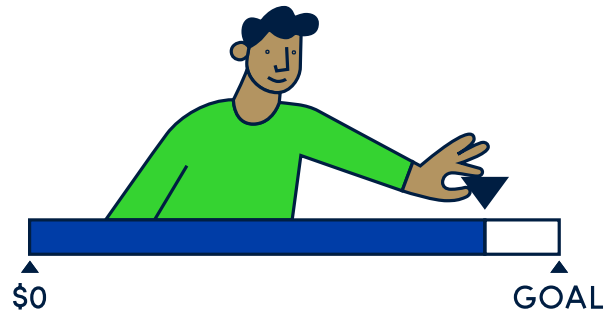
Cutting-edge immunotherapy treatments which enlist the body's own to attack cancerous tumor cells

Training future leaders in equitable care through Georgetown's Health Justice Alliance, which enables law and medical students to cross disciplines to learn about the intersection of law with healthcare quality and accessibility for high-risk populations

Healing through the arts with Lombardi's Arts & Humanities program that promotes better quality of life and recovery for patients, families, and medical staff through music, arts, and dance

Why are there fundraising commitments?

Big goals require big commitments and ending cancer is going to require enormous amounts of effort and serious dedication; just ask a cancer researcher who spends long hours in the lab. Because of this, fundraising is central to BellRinger, and we ask every Rider and Virtual Rider to do it. We've designed BellRinger's fundraising commitments to be challenging yet attainable, and we believe in everyone's ability to fundraise when they set their mind to it.



The commitments:



MILES

\$1000 Fundraising
Commitment



MILES

\$1250 Fundraising
Commitment



MILES

\$1500 Fundraising
Commitment



VIRTUAL RIDE

\$500 Fundraising Commitment

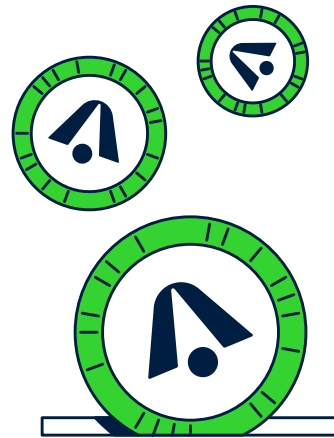
Further your goal

Some Riders and Virtual Riders choose to push their fundraising efforts further either through becoming a Royal Ringer or setting a Stretch Goal.



Become a Royal Ringer

Royal Ringers are individuals who go over and above and commit to raise \$5,000 for cancer research—regardless of their route distance. Should you choose to become a Royal Ringer, we'll acknowledge your commitment through a Royal Ringer gift and jersey, and special recognition throughout the year. You can become a Royal Ringer by going to the "Become a Royal Ringer" section of your Rider Dashboard.



Set a Stretch Goal

Setting a stretch goal is a great way to inspire yourself and your donors to make an even bigger impact in our movement to end cancer. Stretch goals do not change your minimum fundraising commitment, and you will not be charged for any amount you try to raise in excess of your fundraising minimum. You can set a stretch goal by going to the "Change My Goal" section of your Rider Dashboard.

Getting Started



Make it known that you're riding

01

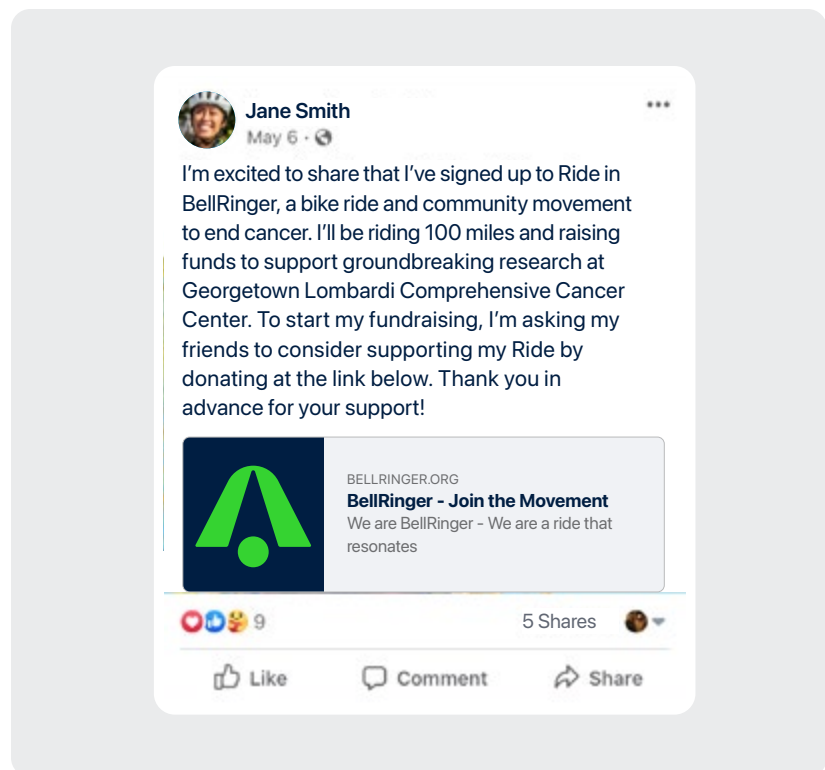
Customize your Rider Profile with photos, videos, and your Rider story.

02

Share on social media that you've joined BellRinger to encourage initial donations or invite your friends to join your Team.

03

Add a link to your Rider Profile in social media bios and email signatures.



Call upon your people

01

Make a list of all your possible supporters and donors and identify the best way to reach them—a call, email, FaceTime, letter, etc. We believe that the most successful fundraisers are those who ask as many people as they can to join in and support them.

We recommend starting with:

- Friends and family
- Neighbors
- Social media connections
- Professional, volunteer, or religious networks
- Colleagues or classmates

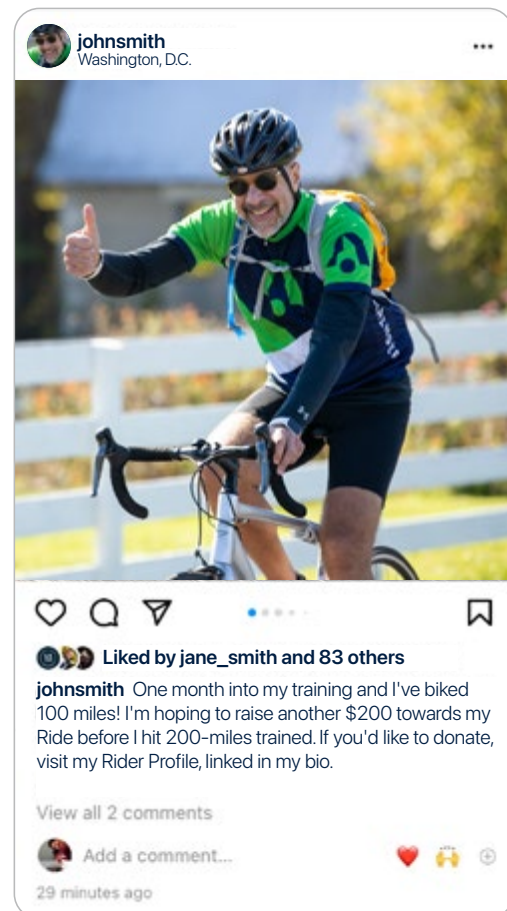
02

Make your ask personal. In your outreach, share what BellRinger means to you, why you believe funding cancer research is important, and your appreciation for the support of those who donate. To get started, see our sample fundraising letter on page 12.



03

Take to social media to keep your supporters up to speed on your BellRinger experience. Share training updates, fundraising efforts, and stories from BellRinger Weekend.



Say thanks!



Send thank-you notes, whether handwritten letters or a social media post, to show your appreciation for those who have donated to your Ride.



Consider unique ways that you might want to honor your donors—homemade goods, adding their names to a jersey you create for the Ride, etc.



Share pictures and stories of BellRinger Weekend with your donors.

Bring your supporters together

01

Host a virtual event.

With so much of life taking place virtually this year, we encourage you to get creative with your fundraising efforts—a movie and live chat room, sporting event watch party, concert, cooking class, or workout class. Ask friends and family to purchase tickets for your event or carve out a time in your event when participants will donate to your Ride.



02

Host an in-person event.

Bringing together your supporters is a great way to collect donations and share BellRinger with your community. From backyard BBQs, happy hours, wine tastings, or even a movie night, hosting events that supporters purchase tickets for or offer donations during is a great step in your fundraising efforts.

If you'd like the BellRinger team to join your event or assist with planning, send us a message at Ride@BellRinger.org, and we'll do our best to help.

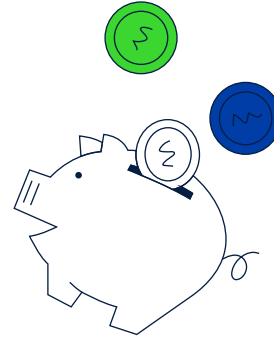


Other fundraising ideas

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Matching donations

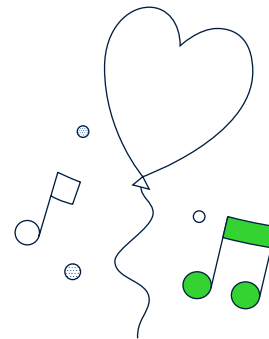
If you have a donor that would like to support your Ride with a large donation, we recommend \$500 or above, consider asking them to use their donation as a match to other donations you receive. You can leverage this match to receive new donations and match them up to a certain amount. Alternatively, you may ask your company if they'll match donations you receive.



02

Birthday fundraiser

Host a birthday fundraiser, whether on social media, by email, or otherwise, to encourage your loved ones to donate in honor of your special day.



03

Social Media fundraiser

Many social media platforms, such as Facebook and Instagram, allow for individuals and organizations to host fundraisers. We are currently looking into fundraising abilities for BellRinger on Facebook and Instagram, but in the meantime, if you'd like to use Facebook's personal fundraising capabilities, please reach out to our team, and we'll coordinate with you.



SAMPLE FUNDRAISING LETTER

13

Use this sample letter as a reference for your personal outreach. You can paste this content into an email or download and print the letter from the resource center on your Rider Dashboard.

Hi [Name],

I hope this letter finds you well. I'm excited to share with you that I've signed up to ride in BellRinger and raise funds that will support research at Georgetown Lombardi Comprehensive Cancer Center.

BellRinger is a bike ride and community movement created to support breakthroughs in cancer research. Driven by a community of passionate Riders, BellRinger centers around a weekend of cycling, celebration, and volunteerism. I've signed up to ride [20/50/100]-miles in the inaugural Ride happening this October.

This year, I'm asking you to donate to my Ride and support life-saving research at Georgetown Lombardi. As the only National Cancer Institute-designated Comprehensive Cancer Center in the Washington D.C. area, Georgetown Lombardi is a leader in innovative research. Your donations will support "bench to bedside" initiatives as research at Georgetown Lombardi translates to clinical trials and treatment for patients, impacting the outcomes of cancer care here in D.C. and beyond.

I hope you will consider supporting me today—every donation big and small makes a difference. To donate, please follow this link to Rider profile:
<add link to your Rider profile>

To learn more about BellRinger and the impact your donation will have, visit BellRinger.org.

Thank you!

[Name]

 **BELLRINGER**
Georgetown University
Lombardi Comprehensive Cancer Center

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FREQUENTLY ASKED QUESTIONS

For a full list of FAQs related to fundraising, BellRinger Weekend, and more, [visit our website.](#)

Q **When is the fundraising deadline?**

A The fundraising deadline for BellRinger 2023 is **11:59PM on Wednesday, December 21, 2023**

Q **What happens if I don't meet my fundraising commitment by the deadline?**

A Upon registering to Ride, you'll provide BellRinger with your credit card. After the fundraising deadline has passed that card will be charged with the remaining fundraising amount left to meet your commitment. Rest assured, most Riders actually exceed their fundraising commitment. Keep in mind that members of Teams can share fundraising, virtual riders can help Riders fundraise, and Riders have an additional 60-days following BellRinger Weekend to share stories that will help their fundraising.

Q **How do Teams share funds?**

A The fund sharing period for BellRinger 2023 will occur between **December 1, 2023 and December 21, 2023**. During this time, there are two ways to share funds:

01

Funds donated directly to the Team may be shared among individual Team Riders and Virtual Riders who still need additional funds to reach their fundraising commitment.

02

If an individual Team member has exceeded their fundraising commitment, their excess funds can be distributed to another member of the Team who has not met their commitment.

Each Team will set their fund sharing guidelines; for ideas, check out the How to Build a Team toolkit in the Resources section of your Rider dashboard. While we support fund sharing, we ask that you use fund sharing to supplement, not drive, your individual fundraising efforts. Keep in mind that dollars shared ultimately affect the total dollars raised for life-saving cancer research. All requests to share funds must be emailed to **Ride@BellRinger.org** by your Team Captain by **December 1, 2023**.

Q Can I use BellRinger marketing materials for my personal fundraising efforts?

A Definitely, you are able to use BellRinger’s logos and other design elements for your personal fundraising efforts. You can access these logos on our asset kit located in your Rider Dashboard in the Resources section. Please send any final designs that use BellRinger’s assets to Mara Kilgore at **Chris@BellRinger.org** for approval before publication and production.

Q Will the BellRinger team come and support a fundraiser I host?

A Our team is excited to attend and support as many events as we can throughout the year. If you have an event in the works, please send us a message at **Ride@BellRinger.org** with the details, and we’ll do our best to support in any way we can.

Q I hosted a successful fundraising event. What do I do with the donations?

A Congrats on a successful event. For donations that were not made online, we ask that you send checks directly to BellRinger with a note that has your name and lists out your donors and their donation amounts. We’ll take it from there, and you’ll see your donations attributed to your Rider Profile in the following days. If you have cash donations, contact our team at **Ride@BellRinger.org**, and we’ll arrange a drop-off/pick up for your donations.

