FUNDRAISING GUIDE TO VICTORY
**WELCOME**

If you have registered to ride or volunteer for the Victory Ride, you have also registered to make a difference. Thank you! For the more than 15.5 million people living with cancer in the United States today, your support is a step toward victory. With your help, more research will be funded and ultimately, more lives will be saved.

For anyone living with cancer, and for anyone who has lost a loved one to cancer, the fight to defeat this disease is very personal. And as simple as it may seem, keeping it personal is also the key to your fundraising success.

Throughout the Guide to Victory, we provide an array of tools and samples to inspire you. Some ideas take more time, many take much less. Choose what works best for you — and have fun! Bottom line? These tips will be much more effective if you take a few minutes to make each of them personal.

Thank you for being part of the Victory Ride. Let’s do this!

**CONTACT US**

Web: thevictoryride.org
Email: info@thevictoryride.org
Facebook, Twitter, and Instagram: @TheVictoryRide
Postal mail: Victory Ride, 14600 Weston Parkway, Cary, NC 27513
# Table of Contents

WHERE SHOULD I START? ................................................................. 4
ABOUT ................................................................................................ 5
   JIM VALVANO .................................................................................. 5
   THE VICTORY RIDE TO CURE CANCER ........................................ 5
   THE V FOUNDATION FOR CANCER RESEARCH ............................ 5
   IMPACT: WHERE YOUR MONEY GOES ........................................ 5
FUNDRAISING .................................................................................... 7
   WHAT IS MY FUNDRAISING REQUIREMENT? ............................... 7
   WHY SHOULD I SET A STRETCH GOAL? ................................... 7
   HOW TO ASK FOR DONATIONS .................................................... 8
   FUNDRAISE LIKE A PRO ............................................................... 11
   SUBMITTING YOUR DONATIONS ................................................. 14
FUNDRAISING REWARDS AND RECOGNITION ............................ 15
FREQUENTLY ASKED QUESTIONS .................................................. 17
WHERE SHOULD I START?

This fundraising guide is yours to read and reference as you prepare for the Victory Ride. If you’re ready to start fundraising right now, read this list and come back for the rest of the guide later. Today is a great day to get your first donation!

Five steps for fundraising success:

1. **Personalize your fundraising page:** Upload a photo and write a personal message to let potential donors know why you are riding to achieve victory over cancer.

2. **Make a personal donation:** Show potential donors how committed you are by being the first to donate to your fundraising efforts. Sometimes that first donation — even if it’s one you made yourself — is all it takes to get the ball rolling. You can even say on your fundraising page, “To show my personal commitment to defeating cancer, I’m kicking this off by making a donation to support cancer research. Join me?”

3. **Ask everyone:** When you are fundraising, you need to ask everyone you come into contact with in the course of a day, a week, a month, a year. People will often surprise you and the ones you hesitate to ask might be the ones who come through big for you. Make a list of names and people to ask, and keep adding to it.

4. **Follow up:** Your friends and family want to support you, but sometimes they need a gentle reminder. Send a note to keep them updated on your progress as you train and fundraise. A few weeks after making your initial ask, ask again. In fact, on social media, studies show that asking twice in one day is most effective. Consider posting before and after a long training ride.

5. **Thank your donors:** Every donation should be acknowledged immediately with an email and/or a handwritten thank you note. Make your donors feel like part of the team — because they are!

Ready, set, start fundraising!
ABOUT

JIM VALVANO
Jim Valvano was an award-winning coach and commentator who inspired the North Carolina State Men’s Basketball team to defy the odds and win the NCAA Men’s Championship in 1993. His team survived and advanced by one simple mantra: “Don’t Give Up . . . Don’t Ever Give Up!”® Toward the end of his own struggle with cancer, Jim used these same words to announce the formation of the V Foundation during the inaugural ESPYS.

THE VICTORY RIDE TO CURE CANCER
Why join the Victory Ride? The answer is simple: 1 in 2 men and 1 in 3 women. That is how many of our friends and loved ones will be touched by cancer. On the Victory Ride, we are committed to change that statistic! Victory over cancer is our ultimate goal, and with your help, we’ll get there faster.

The Victory Ride is managed by Don’t Ever Give Up, Inc., the 501(c)(3) charitable supporting organization formed by and operated exclusively for the benefit of the V Foundation. Inspired by the enduring spirit of Jim Valvano, Don’t Ever Give Up raises funds and awareness to end cancer by supporting cutting-edge research through the V Foundation.

THE V FOUNDATION FOR CANCER RESEARCH
Founded by ESPN and Jim Valvano, the V Foundation was created with one goal: victory over cancer. Since its inception, the V Foundation has awarded over $170 million in cancer research grants across the United States. From the day our doors opened in 1993, Don’t Give Up has been the very heartbeat of everything we do. We will never give up until cancer is defeated!

IMPACT: WHERE YOUR MONEY GOES
Statewide and nationwide, this simple truth makes a big impact: the dollars you raise fund research that saves lives. And when it comes to funding cures for cancer, the V Foundation means business. Here’s how we do it.

V Scholars are early-career scientists doing fundamental or “basic” cancer research to provide the raw materials for tomorrow’s preventions, diagnoses, and treatment. All treatments being offered in cancer clinics today have their earliest foundations in basic research done decades ago. The V Scholar grant award funds the future of cancer research.

Translational Grants bring together multi-disciplinary teams doing basic, patient-oriented, and population-based research. This grant helps translate findings from the lab to the clinic.
Designated Grants support basic or translational research at research institutions that may reach beyond our usual grant list. The size and duration of these grants vary widely depending on the initiative, but they have ranged from $50,000 to over $1 million.

A subset of Designated Grants, Mission Grants are made to support projects within the mission of the V Foundation, but they are not usually for the direct support of a research project. The Mission Grant is a smaller grant type (under $100,000 per year).

MEET LINNEA OLSON

Linnea Olson has been living with lung cancer for more than 10 years. And by living, we mean painting. Traveling. Blogging. Mothering. She is advocating for cancer prevention and awareness . . . By living, we mean enjoying every second of every day.

Linnea has undergone several treatments, including surgery, chemotherapies and three clinical trials. She is working with Dr. Alice Shaw and Dr. Jeffrey Engelman, who were funded by a V Foundation 2009 Translational Grant to study a specific genetic mutation (ALK) in lung cancer. Engelman was also previously funded by a 2008 V Scholar Grant. Linnea was one of the first patients enrolled in their study. So far, she has seen positive results. The clinical trial has stopped her cancer from growing over the last year.

Linnea has been living with terminal cancer for a long time. She will continue to live as long as there are treatment options available. She will fill her canvases with color; she will pepper her blog with updates on life, friends, dreams, treatments and the progress of cancer research; she will find another treatment, if she needs to. As long as research is supported, Linnea and so many others like her will live every day with their cancers. Your fundraising efforts will help us make sure that happens.
**FUNDRAISING**

When you registered for the Victory Ride, you joined a community of passionate individuals who believe that a cancer-free world is possible and are willing to do whatever it takes to make that happen. The money you and your fellow cyclists raise will help the V Foundation declare victory over cancer.

We provide the tools and resources you need to be successful. You provide the heart and determination. As you ask your friends, family, and entire network to support your fundraising efforts, be confident, be persistent, and “Don’t Give Up . . . Don’t Ever Give Up!”

**WHAT IS MY FUNDRAISING REQUIREMENT?**

Victory Ride participants commit to a fundraising minimum because dollars and awareness help the V Foundation fund research that saves lives. It inspires your training and your fundraising, and turns your ride into much more than just a day on your bike.

In order to participate in the Victory Ride, riders must meet their fundraising minimums by end of day **Wednesday, May 16, 2018**. If you have not met your minimum by then, you will have the option to fund the balance with a credit card on or before Ride Day.

Fundraising minimums vary by route:

<table>
<thead>
<tr>
<th>Miles</th>
<th>Fundraising Minimum</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 Miles</td>
<td>$1,000</td>
</tr>
<tr>
<td>60 Miles</td>
<td>$750</td>
</tr>
<tr>
<td>30 Miles</td>
<td>$500</td>
</tr>
<tr>
<td>Family Ride</td>
<td>$250</td>
</tr>
<tr>
<td>Virtual Ride</td>
<td>Rider’s Choice</td>
</tr>
<tr>
<td>Volunteer</td>
<td>Sky is the limit!</td>
</tr>
</tbody>
</table>

**WHY SHOULD I SET A STRETCH GOAL?**

You have the strength and determination to not only reach your minimum, but surpass it! Sharing your own story and personal commitment to make a difference will inspire others. Remember, you are not asking for gifts for yourself! Every dollar you raise gets us closer to our shared goal of a cancer-free tomorrow. Aim high. We’re here for you!
HOW TO ASK FOR DONATIONS
The number one reason people give is because they were asked. It may sound simple but it’s true. Your friends and family won’t know what you are doing or how they can support you if you don’t ask and give them the opportunity to learn more about what you’re doing and why.

There are three main ways to ask for donations: in person, via email, and through social media.

In Person
• Usually results in a donation because you are directly asking someone to give.
• May be uncomfortable for some, depending on personality type and experience asking others for help, but asking for a donation in person is a powerful and effective way to fundraise.
• Tip: Carefully plan your talking points first. Then start by asking a trusted family member or close friend. Once you’ve made that first in-person ask, the next one will be easier. Fundraising is the perfect time to leave your comfort zone behind!

Email
• A great place to start your fundraising efforts because it is a direct ask, but not a face-to-face ask. It allows you to get comfortable asking others for help without being in-person.
• May require you to follow up once or twice before you receive a response or a donation. With follow up, email can be an effective way to ask.
• Tip: Email allows you to reach many people at once. Instead of sending out one mass email, however, start with a template and spend a minute or two personalizing each email. If potential donors think they are one of many, they will be less inclined to give. An email ask should still be a personal ask.

Social Media
• Easiest way to ask for donations because you are not asking someone directly, but giving them an opportunity to help.
• May or may not be an effective fundraising method — it allows you to broaden your reach, but when you ask your entire network at once, no one feels accountable.
• Tips: Social media has a broad reach beyond your own social network. Tag your friends and ask them to share — this extends your ask to their social networks, too! Also, tag your donors to thank them, including another link to your donation page to inspire others. This gives them more public recognition while also planting a seed in the minds of others that they, too, should give.

We encourage you to try all three methods and see which ones work best for you. Read below for more information about how to ask in each of the three ways.
HOW SHOULD I ASK FOR A DONATION IN PERSON?
When you ask for a donation in person, you have a unique opportunity to show potential donors just how passionate you are about the cause. They will see it in the words you use and the way your face lights up when you talk about how creating a cancer-free world will impact you, your loved ones, or them!

Before your first face-to-face ask, spend some time crafting your message and practicing on your closest friends and family members. Or, practice by looking in the mirror. When the time comes, the more comfortable you are with your ask, the more relaxed and confident you’ll be. Let your passion shine through!

Start building your fundraising ask with these four easy steps:

Step 1: Share your story! Explain why cancer research is so important and how it impacts you.
Step 2: Share what you are doing about it.
Step 3: Ask your donor to take a specific action.
Step 4: Give your donor a chance to respond.

Gather your cancer stats and practice. Start with family and friends – those you know will support you. When you ask for a donation in person, it’s always important to end your ask with a question mark. Resist the urge to talk yourself out of a donation by trying to fill the silence. Give your potential donor time to think about the amount he or she can donate and, if they aren’t ready to commit right then, follow up later with an email and the link to your personal fundraising page. If they can’t make a donation, or simply want to do more to help, ask them to share your link with their friends!

ASKING FOR DONATIONS VIA EMAIL
Email is an efficient way to ask for donations. Once you’ve written a compelling fundraising email you can send it to more than one person at a time. To help you get started, we’ve written a sample fundraising email that you can personalize and send through your Participant Center. Any emails you send through your Participant Center will include a direct link to your personal fundraising page, making it easy for your donors to give quickly and securely online.

Are you a first-time fundraiser? If you are feeling shy about asking for donations, remember that you are not asking for gifts for yourself. You are fundraising to declare victory over cancer and you are empowering others to join you in making a difference. Be confident, be persistent, and “Don’t Give Up . . . Don’t Ever Give Up!”

info@thevictoryride.org
While email may be efficient, the one downside is that potential donors won’t be able to see your passion shine through in the same way they will with a face-to-face ask. Be sure to spend some time crafting your email ask and telling your potential donors exactly why you are fundraising to create a cancer-free tomorrow. The more personal and inspiring your ask, the more likely it is that potential donors will give — and give big!

**Are you a first-time fundraiser?** Email is a great place to start. Asking for donations via email gives you time to really think about what you want to say without the pressure of being face-to-face with a potential donor. But as those first email donations start coming in, embrace your new-found fundraising confidence and try a face-to-face ask, too. A face-to-face ask can generate larger donations. It’s harder to turn someone down in person than it is to make a smaller donation without that personal connection. It can be exhilarating, nerve-wracking, and may give your heart rate a workout, but when you hear those four words — “Yes, I will donate.” — you will feel like you just cycled to a summit. The view from the top is worth the climb. “Don’t Give Up . . . Don’t Ever Give Up!”

**ASKING FOR DONATIONS WITH SOCIAL MEDIA**

Social media is a great way to engage potential donors by posting direct fundraising asks, such as: “I just registered for the Victory Ride to Cure Cancer, a cycling event benefiting the V Foundation for Cancer Research. It’s a day of hope, celebration, and community. Please donate today! Together, we will declare victory over cancer.” Always include the link to your personal fundraising page to make it as easy as possible for your social network to support you.

Social media is also a great way to engage potential donors in a less obvious way. Did you get up early to train for the Victory Ride before work? Let your social network know about it! Post a photo, maybe of your alarm clock, include the link to your fundraising page, and a quick note about your accomplishment. Use your smart phone to create a simple video interviewing the person you are riding in honor of. Or of you getting ready for your training ride!

“Woke up at 5:30 am to train for the Victory Ride to Cure Cancer. I’m definitely not a morning person, but I will do whatever it takes to help the V Foundation save lives. It’s worth it!”

Using social media to fundraise allows you to reach your friends, their friends, and their friends’ friends. It’s a great way to mobilize your networks — you never know who you may inspire to donate. Make your fundraising posts public and ask your friends and followers to share them. Be sure to tag us, too. Search for @TheVictoryRide on Facebook, Twitter, and Instagram. For sample social media messages, log in to your Participant Center and download your fundraising toolkit.
FUNDRAISE LIKE A PRO

PERSONALIZE YOUR FUNDRAISING PAGE
Donating to a cause is a decision based on emotion. People give from the heart. Whether you ask for a donation in person, via email, or through social media, anyone who gives online will see your personal fundraising page right before deciding how much to give. Connect with donors emotionally. Personalize your fundraising page by uploading a photo and writing a personal message to let them know why this cause is important to you and why you are riding to achieve victory over cancer.

MAKE A PERSONAL DONATION
Making a donation to your own fundraising efforts shows potential donors just how committed you are to this cause. When you ask them to donate, you are not asking them to do something you haven’t already done yourself. Your personal donation is a visible way to show your passion and commitment to declaring victory over cancer. Making a personal donation is also a great way to kick-start your own fundraising efforts. Sometimes that first donation — even if it’s one you made yourself — is all it takes to get the ball rolling.

ASK BIG
If you ask someone for $10 you will probably get $10 but most people won’t offer more. If you ask someone for $100 or $200 you might get that amount if they can give it. If not, they might give $75 or $50 or $30, but they probably won’t just give you $10. You don’t lose anything if someone gives less than you ask for. But you are losing out on big donations if you don’t ask for very much. Remember, you are doing something BIG here — you are fundraising to create a cancer-free world — so ask BIG.

ASK EVERYONE
When you are fundraising, you need to ask everyone you come into contact with in the course of a day, a week, a month, or a year. And we mean everyone: your friends and family, your neighbors, your delivery driver, your café barista, literally everyone! Be sure to ask anyone you pay for a service, like your doctor, your dentist, or your dog’s veterinarian. You never know what someone’s connection to the cause might be. And don’t decide for someone whether or not they can afford to donate. People will often surprise you and the ones you hesitate to ask might be the ones who come through big for you.
**SET (AND CELEBRATE!) INTERIM GOALS**
A great way to keep yourself motivated and engaged on the way to achieving your ultimate fundraising goal is to set and celebrate smaller milestones along the way. Looking at your list, commit to making a certain number of asks per day. You should definitely celebrate when you hit the halfway point, but also think about setting weekly or monthly fundraising goals, or even a one-day challenge goal.

**FOLLOW UP**
Your friends and family want to support you, but sometimes they need a gentle reminder. Send a note to keep them updated on your progress as you train and fundraise. A few weeks after making your initial ask, ask again. Also, find different ways to connect with potential donors. It you start with an email, move to Facebook, Instagram, a phone call, or an in-person conversation. It’s often that second or third ask that leads to a donation, particularly on social media. If you’re uncomfortable asking again, using a training update as a way to say, “If you’re interested in supporting me, you can always find my personal fundraising page here!”

**DIVERSIFY**
Smart fundraisers have a few overlapping efforts going on at the same time. Once you write your fundraising letter and have that mailed or emailed, start working on planning a fundraising event. Your letter is out there doing the work for you, but don’t just sit and wait for the money to come in. Do something else in the meantime to maximize your fundraising efforts and then follow up on your letter in a few weeks. Mixing it up keeps things fun, and helps you avoid putting all of your eggs in one basket.

**THANK YOUR DONORS**
Asking for donations is an important first step to fundraising, and thanking your donors is a very important follow-up step. Every donation should be acknowledged immediately with an email and/or a hand-written thank you note. Make your donors feel like part of the team — because they are! Send training and fundraising updates along the way, and think about thanking donors publicly — on Facebook, your personal blog, or your fundraising page. If they live in North Carolina, invite them to meet you at the finish line on ride day. You can never thank someone too often or too much.
ASK FOR HELP
You don’t have to fundraise alone. Ask your friends and family members to help you organize a yard sale or benefit dinner. They can also help address, stamp, and mail fundraising letters. Ask everyone you know to share your social media posts and fundraising emails. If we can help, let us know. Email info@thevictoryride.org, or get social with us on Facebook, Twitter, and Instagram: @TheVictoryRide. Together, we will declare victory over cancer.

Are you a first-time fundraiser? Experienced fundraisers will tell you that thanking your donors is just as important as asking for donations. When your donors have a positive experience, they are more likely to share your fundraising ask with their friends and networks. They are also more likely to support you in your future fundraising endeavors. Thank your donors and thank them often. They may not be cycling but they are an important part of the team — and declaring victory over cancer takes teamwork!
SUBMITTING YOUR DONATIONS

We are grateful for every single dollar you raise, and we want to make sure you receive credit for all of your hard work. Please follow the instructions below when submitting your donations to ensure that the funds you raise will be counted towards your fundraising total.

ONLINE DONATIONS
The easiest way to collect donations is through your personal fundraising page at thevictoryride.org. Online donations come directly to the Victory Ride along with the donor’s name and contact information, and the amount is added to your fundraising total immediately. When fundraising, be sure to include the link to your page and encourage donors to give safely and securely online.

CHECK DONATIONS
Checks and money orders should be made payable to the Victory Ride and be accompanied by an Offline Donation Form, which you can find in your Participant Center. Please mail to:

Victory Ride  
14600 Weston Parkway  
Cary, NC 27513

In order to participate in the Victory Ride, riders must meet their fundraising minimums by end of day **Wednesday, May 16, 2018**. Please plan accordingly when mailing donations and allow enough time for checks to be received and processed.

CASH DONATIONS
Please convert any cash donations into one money order or cashier’s check — payable to the Victory Ride — and submit it to the address listed above with an Offline Donation Form, which you can find in your Participant Center. If donors who have given cash contributions would like a gift acknowledgment for tax purposes, please include with the money order a list of donor names and addresses, along with correlating donation amounts.

You may also use a credit card to donate the total cash amount online. However, individual cash donors will not receive an acknowledgment if you donate online with a credit card.

FUNDRAISING DEADLINE
In order to participate in the Victory Ride, you must meet your fundraising minimum by Wednesday, May 16, 2018. However, you can continue to fundraise and submit additional donations up to a month after the event.

If a donation has been mailed to the V Foundation but has not been credited to your fundraising total within three weeks, please email donations@thevictoryride.org.
FUNDRAISING REWARDS AND RECOGNITION

To show our appreciation for your passion and dedication, we offer fundraising rewards you can earn for achieving additional milestones beyond your fundraising minimum. If you are on a team, your team can earn rewards as well. All fundraising rewards will be distributed at the event. We look forward to celebrating your fundraising accomplishments with you!

INDIVIDUAL REWARDS

- When you raise **$750** you will earn a Victory Ride backpack.*
- When you raise **$1,250** you will earn a pair of Victory Ride cycling shorts.
- When you raise **$2,000** you will earn a Victory Ride cycling jersey.
- When you raise **$2,500** you will earn access to an exclusive VIP area at the event.
  - At this level you will also earn the jersey, shorts, and backpack.
- When you raise **$3,000 or more**, you will earn a Victory Ride cycling jacket.
  - At this level you will also earn VIP area access, plus the jersey, shorts, and backpack.

*Note: If you are registered for the 60-mile ride or 100-mile ride, your fundraising rewards start at $1,250, which is the first level above your required fundraising minimum.

<table>
<thead>
<tr>
<th></th>
<th>$750</th>
<th>$1,250</th>
<th>$2,000</th>
<th>$2,500</th>
<th>$3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Backpack</td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
</tr>
<tr>
<td>Cycling Shorts</td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
</tr>
<tr>
<td>Cycling Jersey</td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
</tr>
<tr>
<td>VIP Club Access</td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
</tr>
<tr>
<td>Cycling Jacket</td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
<td><img src="image" alt="Bike" /></td>
</tr>
</tbody>
</table>
ADDITIONAL INDIVIDUAL REWARDS
In addition to the individual rewards listed above, which can be earned by anyone who reaches the corresponding fundraising milestone, riders also have the opportunity to earn two additional individual fundraising rewards — one for raising the most money and one for recruiting the most donors. Each of these rewards can only be earned by one individual, in honor of his or her incredible fundraising accomplishments.

TEAM REWARDS
The more who ride and fundraise, the greater our impact! We appreciate our teams who work together to increase this impact, and we look forward to rewarding you for your team fundraising efforts.

Top Fundraising Team
The team that raises the most money overall (based on combined individual fundraising totals) will receive a large team tent to enjoy together at the festival site. This is an ideal place to meet before the Ride and to relax and share stories afterward. We will also have a special surprise waiting for the Top Fundraising Team at their team tent!

$10,000+ Teams
Any team that raises $10,000 or more (based on combined individual fundraising totals) will earn a dedicated team tent to use at the festival site. $10,000+ teams will receive a team banner, too. We want the world to know about your fundraising success!

Questions about fundraising? Visit the Fundraising Tools page of the website or email us at info@thevictoryride.org. We believe in you and we are here to help you reach and exceed your fundraising goals. Aim high and “Don’t Give Up . . . Don’t Ever Give Up!®”
FREQUENTLY ASKED QUESTIONS

For our complete list of Frequently Asked Questions, including information about training, routes, and what to expect on event day, please log in to your Participant Center at thevictoryride.org.

Is there a fundraising minimum?
Yes, all riders commit to a fundraising minimum. These are the dollars you’re raising to help fund research aimed at defeating cancer, and a minimum is a great place to start.

HOW MUCH IS THE FUNDRAISING MINIMUM?
Fundraising minimums vary by route:

<table>
<thead>
<tr>
<th>Miles</th>
<th>Fundraising Minimum</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 Miles</td>
<td>$1,000</td>
</tr>
<tr>
<td>60 Miles</td>
<td>$750</td>
</tr>
<tr>
<td>30 Miles</td>
<td>$500</td>
</tr>
<tr>
<td>Family Ride</td>
<td>$250</td>
</tr>
<tr>
<td>Virtual Ride</td>
<td>Rider’s Choice</td>
</tr>
<tr>
<td>Volunteer</td>
<td>Sky is the limit!</td>
</tr>
</tbody>
</table>

What will the money I raise be used for?
Proceeds of the Victory Ride will fund cancer research. A majority of the funds will remain here in North Carolina!

What happens if I do not raise the minimum amount?
In order to participate in the Victory Ride, riders must meet their fundraising minimums by end of day Wednesday, May 16, 2018. If you have not met your minimum by then, you will have the option to fund your balance with a credit card on Ride Day (May 19, 2018). If you have questions about fundraising or need help getting started, please email info@thevictoryride.org. We’re here to help!

Does my registration fee count toward my fundraising minimum?
No, the registration fee does not count toward your fundraising minimum.

What is the deadline for submitting donations?
In order to participate in the Victory Ride, you must meet your fundraising minimum by end of day Wednesday, May 16, 2018. However, you can continue to fundraise and submit additional donations up to a month after the event.

Can we split a donation among team members?
Sorry, but we cannot split a single donation among multiple participants.
Can I use the Victory Ride logo for my fundraising efforts?
Yes! A Victory Ride “Proud Supporter” logo is available for download in the Toolkit on your Participant Center.

Will the V Foundation provide promotional materials or giveaways to help me fundraise?
We are happy to provide V Foundation educational materials, but we are unfortunately unable to provide giveaways, V Foundation letterhead, or other promotional materials. Please email info@thevictoryride.org if you are planning a fundraising event and need educational materials.

Are donations tax-deductible?
Yes! All donations are tax-deductible to the extent allowed by law.

Can I give out tax receipts to my donors?
We will issue IRS compliant charitable tax acknowledgements for all donations made payable directly to the Victory Ride. Please do not provide any kind of tax acknowledgements to your donors.

I received a check or money order. Where do I mail it?
Checks and money orders should be made payable to the Victory Ride and be accompanied by an Offline Donation Form, which you can download from your Participant Center. Please mail to:

    The Victory Ride
    14600 Weston Parkway, Cary, NC 27513

Can I mail in cash?
No, please do not mail cash. If donors who have given cash contributions would like a gift acknowledgment for tax purposes, cash should be converted to a money order or a cashier’s check. Use the Offline Donation Form found in the Participant Center to list the money order amount, donor names and addresses, along with correlating gift amounts. A personal check may not be used for requesting individual tax acknowledgments for multiple donors.

How long will it take for an offline donation to post to my personal fundraising page?
If a donation has been mailed to the V Foundation but has not been credited to your fundraising total within three weeks, please email donations@thevictoryride.org.

What if I receive a check that has been made payable to me?
If your donor wants to receive a tax deduction for the gift, he or she will need to write a new check and make it payable to the Victory Ride. Or you may cash the check and convert it into a money order or cashier’s check, using the Offline Donation Form found in the Participant Center. For personal checks, tax acknowledgments are issued to the name and address printed on the check.
If your donor does not need to receive a tax deduction for the contribution, you can endorse the back of the check as shown below and mail with the Offline Donation Form in the Participant Center:

Your signature here
For deposit only to the account of the Victory Ride

**Why doesn’t the online system match my records?**
Online donations post immediately to your fundraising account. Outside of peak periods, mailed donations may take up to three weeks to be delivered, processed, deposited, and posted to your fundraising page. If a donation has been mailed to the V Foundation but has not been credited to your fundraising total within three weeks, please email info@thevictoryride.org.

**What are matching gifts?**
A matching gift is a benefit offered by some employers to encourage charitable giving among employees. Employer matching gift programs are a great way for your donors to double their contribution to the fight against cancer.

Visit this page to find out more, or email: matchinggifts@thevictoryride.org.

**What are donor advised funds?**
Donor Advised Funds (DAFs) allow individuals to gain an immediate tax advantage for money they have set aside exclusively for charitable giving. **Note:** Participants may not use grants from their own DAF to fund or donate to their own Personal Page. To ensure correct allocation of a DAF grant to the participant’s page, enter the participant name and email below and provide these instructions to the supporter making the request:

Please ask your DAF administrator to issue a check payable to the V Foundation using the information below:

The V Foundation (Tax ID: 13-3705951)
**Attn:** Victory Ride
14600 Weston Parkway
Cary, NC 27513-2259

**This DAF payment to the V Foundation is in support of: <VICTORY RIDE PARTICIPANT Name here / email here>**.

If I have more questions about fundraising, whom can I contact?
Please email info@thevictoryride.org.
ADDITIONAL TOOLS AND RESOURCES
To support you in your fundraising efforts and to help you achieve fundraising success, we offer a variety of tools and resources for you to use.

**Your Online Resource Center**
Log in to your online resource center to personalize your fundraising page and take advantage of our pre-written emails:

- Personal fundraising page
- Sample fundraising email
- Sample team recruitment email
- Sample thank you letter

**Participant Fundraising Logo** *(found in your online resource center)*
Download the participant fundraising logo and use it to make your fundraising letters, event invitations, and other fundraising collateral look more official. You can also share it on social media, as part of your email signature or any other area where you are focusing your fundraising efforts. This logo can be used by riders, virtual riders, and volunteers.

**Offline Donation Form** *(found in your online resource center)*
The easiest way to collect donations is through your personal fundraising page at [thevictoryride.org](http://thevictoryride.org). Online donations come directly to the Victory Ride along with the donor’s name and contact information. However, if you have a donor who would like to mail a check or money order, download the Offline Donation Form and follow the instructions.
WE’RE HERE TO HELP

On behalf of the V Foundation for Cancer Research and the more than 15.5 million people living with cancer in the United States today, thank you again for being part of the inaugural Victory Ride to Cure Cancer. With your help, more research will be funded and ultimately, more lives will be saved.

“Don’t Give Up . . . Don’t Ever Give Up!”®

CONTACT US
Web: thevictoryride.org
Email: info@thevictoryride.org
Facebook, Twitter, and Instagram: @TheVictoryRide
Postal mail: Victory Ride, 14600 Weston Parkway, Cary, NC 27513