Easy as 1-2-3
Fundraising Tips

1. Embed a Link to Your Fundraising Page in Your Outlook Signature

Follow these steps to incorporate a solicitation into your Outlook signature line:
- In Outlook, click on File
- Choose Options –> Mail –> Modify Signature Line
- Cut and paste a VeloSano logo, the “ask” and a link to your VeloSano Personal Page.

Examples:

![John Smith](velosano.org/resources/downloads)

John Smith
XYZ Company, 1234 E. 5th Street
Cleveland, OH 44195
555.555.5555 | john@xyz.com

Please consider making a donation as I bike 25-miles for VeloSano! 100% supports cancer research at Cleveland Clinic. Donate here: give.velosano.org/John-Smith

2. Personalize and Distribute Donation Request Cards

I’m raising money for cancer research. Please make a donation to help me raise as much as possible.

Go to velosano.org and click on Donate
In the “Participant Donation” box, enter my name: JOHN SMITH and Search. Then click the “Donate” button by my name to give.

Thank you for your support!

Find logos, cards & more at: velosano.org/resources/downloads

3. Make the Ask!

You are giving people the opportunity to make a difference in the fight against cancer. Examples below:

<table>
<thead>
<tr>
<th>THE ASK</th>
<th>AMOUNT</th>
<th>RESULT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-donation at registration</td>
<td>$25</td>
<td>$25</td>
</tr>
<tr>
<td>Ask 5 family members</td>
<td>$25</td>
<td>$125</td>
</tr>
<tr>
<td>Ask 5 friends &amp; neighbors</td>
<td>$25</td>
<td>$100</td>
</tr>
<tr>
<td>Ask 3 businesses you frequent</td>
<td>$50</td>
<td>$150</td>
</tr>
<tr>
<td>Ask 4 people in organizations, clubs, church/temple</td>
<td>$25</td>
<td>$100</td>
</tr>
<tr>
<td>Unexpected donations just by sharing with others Why You Ride</td>
<td>???</td>
<td></td>
</tr>
</tbody>
</table>

Fundraising Total | $500

September 9-10, 2022
Cleveland, OH