

# 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:

VELOSANO | Cleveland Clinic  
100% for the cure

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

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

VELOSANO  
100% supports lifesaving cancer research at

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

100% for the cure! Get Involved in VeloSano. Follow the link to learn more, join my team or donate: [give.velosano.org/John-Smith](https://give.velosano.org/John-Smith)

## 2

### Personalize and Distribute Donation Request Cards

VELOSANO | Cleveland Clinic  
**100% for the cure**

**September 9-10, 2022**  
Cleveland, OH

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

Go to [velosano.org](https://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!

**100% supports lifesaving cancer research at Cleveland Clinic**

Find logos, cards & more at:  
[velosano.org/resources/downloads](https://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:

THE ASK	AMOUNT	RESULT
Self-donation at registration	\$25	\$25
Ask 5 family members	\$25	\$125
Ask 5 friends & neighbors	\$25	\$100
Ask 3 businesses you frequent	\$50	\$150
Ask 4 people in organizations, clubs, church/temple	\$25	\$100
Unexpected donations just by sharing with others Why You Ride		???
<b>Fundraising Total</b>		<b>\$500</b>