

Fundraising Toolkit

SATURDAY,
SEPTEMBER 13, 2025

MANHATTANVILLE COLLEGE
PURCHASE, NY

BIKEHSS.ORG
BIKE@HSS.EDU



BIKE **HSS**
RIDE • WALK • RUN



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Questions?
Contact Us

Feel free to reach out to our team any time by emailing bike@hss.edu

ABOUT BIKE HSS



BIKE HSS is a one-day cycling and 5K Walk/Run MOVEment in Westchester and Fairfield Counties, starting and finishing at Manhattanville College in Purchase, New York.

Our BIKE HSS mission is to fuel ground-breaking research and breakthrough discoveries that will keep people moving and alleviate pain.

YOUR IMPACT

Why support BIKE HSS?

As the world's leading academic health system focused on physical wellness, HSS is uniquely positioned to resolve physical suffering and improve performance for people world-wide. Funds raised by BIKE HSS will accelerate HSS's efforts to:

Drive research initiatives across all disciplines in orthopedics and rheumatology.

Provide the world's best, personalized patient care.

Share knowledge globally and educate the next generation of leaders in the field.



5-Year BIKE HSS Impact



2,200+ PARTICIPANTS

Joined the MOVEment



465 VOLUNTEERS

Supported the Cause



NEARLY \$10 MILLION

Raised for Research, Patient Care,
and Education



35,000+

Total Donations



AMANI TOOMER

Grateful Patient

“During my 13-year NFL career with the New York Giants, I tore both of my ACL’s on separate occasions. Both times I went to HSS and was able to return to the game I love and achieve some of the proudest accomplishments of my life, like winning a Super Bowl. None of this would have been possible without the amazing doctors and nurses at HSS.”



RENEE WERNICKI

Grateful Patient

“To have your mobility taken away from you when you’ve been active for so long can take such a mental toll. It got to the point where I couldn’t walk up stairs let alone cycle. I was in pain and misdiagnosed for years and within an hour at HSS I was diagnosed and scheduled a procedure. Dr. Della Valle literally gave me my life back.”

FUNDRAISING

Fundraising Incentives



If I'm on a team, can we collectively earn the fundraising incentive gifts with our combined funds?

In order to earn these fundraising incentives, participants must have raised these goals individually on their participant page, not within any pooled team funds.

ALL PARTICIPANTS

BIKE HSS Bag



VOLUNTEER

BIKE HSS Visor



RAISE \$250

BIKE HSS T-shirt



RAISE \$500

BIKE HSS Stretch Bands



RAISE \$2,000 – RIDE

BIKE HSS Cycle Jersey



RAISE \$2,000 – WALK/RUN

BIKE HSS Windbreaker



Customize Your Page

1

Create a Custom URL



2

Change the Title
(First Name) (Last Name)
BIKE HSS Page



3

Customize your story to share why you are riding!

Examples:
"After years of being in pain, I found HSS. I am now able to walk, cycle, and do things I never thought I could again. I'm riding to give back and keep others moving."

"I'm riding because my health and wellness are important to me. The BIKE community has the power to change how the world moves, and that's something I want to be apart of."



4

Make sure to sign your name



5

Upload a photo



Personal Page

Customize your Personal Fundraising Page URL: [URL Settings](#)
<http://support.hss.edu/goto/janedoe>

Title [Edit Content](#)
Jane Doe's BIKE HSS Page

Body
Dear Friends,

On **Saturday, September 13th**, I will be riding in **BIKE HSS** to support the MOVEment to change how the world moves and to improve mobility and musculoskeletal health for people worldwide. Will you join the MOVEment by making a donation to my ride?

Since its inception in 2019, **BIKE HSS** has raised nearly \$10 million! These funds have enabled HSS to:

Advance groundbreaking research for new treatments.

Provide patients with life-changing care that dramatically improves their quality of life.

Share expertise globally and educate the next generation of leaders in the field to deliver the best possible outcomes.

I am riding because movement and mobility is important for every one of us. Funds raised by **Bike HSS** fuel groundbreaking research into new treatments and innovations that improve movement, mobility, and quality of life for all of us.

Thank you for your consideration.

All the best,

Add a Personal Photo/Video [Upload Media](#)

Spread
The Word




Use this sample email as a reference for your personal outreach. You can copy/ paste this content and tailor to your recipient.

SAMPLE EMAIL

<

🗑️ 📧 ⋮

☆



Bike HSS Rider

to Recipient

😊

↩

⋮

Support my Ride in Bike HSS!

Hello [RECIPIENT NAME],

On September 13th I will be [RIDING XXX MILES] [WALKING/RUNNING A 5K] in 2025 BIKE HSS to fuel groundbreaking research and breakthrough discoveries that will keep people moving and alleviate pain. Will you join the MOVEment by making a donation to my ride?

Since its inception, BIKE HSS has raised nearly \$10 million for HSS. As the world's leading academic health system focused on physical wellness. HSS is uniquely positioned to resolve physical suffering and improve performance for people worldwide. Funding supports research initiatives across all disciplines in orthopedics and rheumatology, such as:

- New treatments for rare immunological diseases
- Personalized surgical approaches to joint replacement and spine surgery
- New technologies to improve outcomes in sports medicine.

I am [RIDING/WALKING/RUNNING] for [INSERT REASON]

Please consider making a donation in support of my [RIDE/WALK/RUN] [LINK YOUR PAGE], or consider riding with me! Together we can change how the world moves.

Thank you for your consideration!

All the best,
[NAME]

Spread
The Word

COME UP WITH A PLAN

Create a contact list for phone and email outreach. Use our pre-written communications and customize them with your story. Not sure who to reach out to? Fill out our chart below.

FAMILY

1.

2.

3.

4.

5.

COLLEAGUES

1.

2.

3.

4.

5.

FRIENDS

1.

2.

3.

4.

5.

NEIGHBORS/COMMUNITY

1.

2.

3.

4.

5.



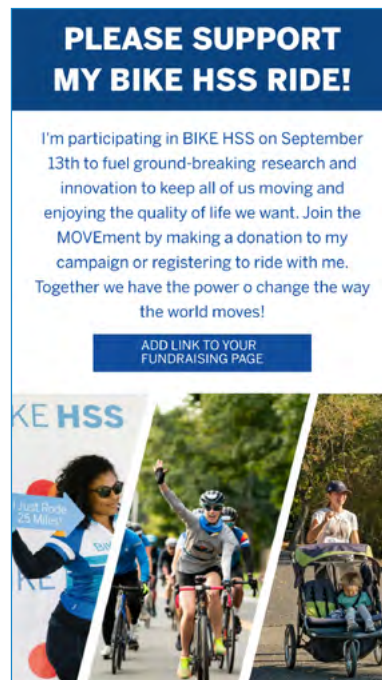
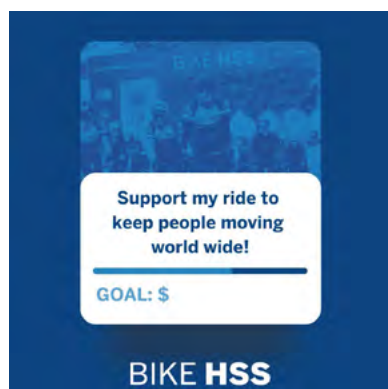
Remember to feel good about asking for donations, you're giving people the chance to support mobility and movement.


Think outside of the box! Ask your gym buddies, former colleagues, club members...the list is endless!

Share On Social Media

SUGGESTED GRAPHICS

[Click to Download](#)



 Don't forget to add your fundraising goal and Venmo!



Don't forget to tag us
@bikehss and use #BIKEHSS

SUGGESTED SAMPLE POSTS

01

I'm [riding X miles or participating in the 5K] in BIKE HSS on September 13th to fuel ground-breaking research and innovation to keep all of us moving and enjoying the quality of life we want. Join the MOVEMENT by making a donation to my campaign or registering to ride with me. [INSERT YOUR PAGE LINK]. Together we have the power to change the way the world moves!

02

I am participating in BIKE HSS on September 13th because [ADD YOUR WHY]. Please support this important cause by donating at [INSERT YOUR PAGE LINK].

Now What?

FOLLOW UP

People are busy and often miss emails, so don't be afraid to follow up. Often it takes 3 reminders for people to take action.





GET CREATIVE

Try and think of other ways to fundraise!

-  Ask your company if they have a matching gifts program
-  Host a fundraising event

THANK YOUR DONORS

Every time you receive a donation you will be emailed. As soon as possible, thank your donors for their support through your fundraising page.

Personal Donations				
Joe Smith	Mar 26	\$10.00	 	Click the mail button to send a Thank You email
Jack Smith	Mar 26	\$5.00		

Sending a Thank You Email

- 01 Under "Use Template", select "Thank You"
- 02 Check the box "Include Personalized Greeting"
- 03 Edit the text to personalize it!



Questions?
Contact Us

Feel free to reach out to our team any time by emailing bike@hss.edu

Frequently Asked Questions

Do I need to raise money?

Due to our mission in providing critical musculoskeletal care, we highly encourage it. We set your fundraising goal to what is easily attainable (\$500 for 10 Mile, 25 Mile, AND 62 Mile Riders), and there are amazing incentive prizes for meeting those goals. We're here to help you every step of the way and provide you with great resources and tools to surpass your goals with ease.

Does my Registration Fee go toward my Fundraising Goal?

No, your non-refundable registration fee is not a tax-deductible donation, and therefore can't apply toward your fundraising goal. These registration fees help offset the costs of producing the Ride and all of the great services we provide to you.

Are donations to BIKE HSS Tax Deductible?

Yes, all donations are tax deductible. The official 501(c)3 organizational name is: The Hospital for Special Surgery. Our federal employer identification number (EIN) # is 13-6714749.

What do I do if someone hands me a check?

Please fill out an [offline donation form](#) to include with check donations, and send both to:

BIKE HSS
P.O. Box 21041
New York, NY 10087-1041

What is the deadline for submitting donations?

We will keep fundraising live and open until December 31, 2025.

Can I get my donations matched with a corporate matching gift, and how?

Hundreds of corporations offer matching gift programs that will match dollar-for-dollar contributions made by employees. This is a great opportunity to raise funds quickly and easily, so don't forget to ask your HR department if they will match your gift, and make sure your donors are asking theirs too!

Step 1

A donation is made on your participant page.

Step 2

Have the donor ask their company if they have a matching gift program. If so, the donor can ask for a matching gift form to complete for BIKE HSS.

Step 3

The donor applies for the match through their company's website or submits the completed form to their HR department and asks them to send it to the address below:

BIKE HSS
P.O. Box 21041
New York, NY 10087-1041
Email: development@hss.edu

Step 4

Once the match request is received, HSS will confirm the original donation and approve the match. NOTE: Please allow several weeks for processing. We cannot confirm a gift or approve a matching gift until the original gift is fully processed in our database.

Step 5

The company will send the matching gift check to HSS on their next distribution cycle.

Step 6

Once HSS receives the check, it will be reflected on your fundraising page!