

Fundraising Toolkit

SATURDAY,
SEPTEMBER 19, 2026

MANHATTANVILLE UNIVERSITY
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 New York based cycling, walking, and running movement benefiting Hospital for Special Surgery (HSS), the global leader in orthopedic care and rehabilitation. Each year, the BIKE HSS community comes together to support groundbreaking research, innovation, and improved mobility for people everywhere.

Our BIKE HSS mission is to advance human mobility for people across the globe through the most trusted musculoskeletal care continuum, powered by leading talent, and innovative research, education, and technology.

YOUR IMPACT

Why support BIKE HSS?

Since 2019, BIKE HSS has raised nearly \$12.5 million to support research across orthopedics and rheumatology. These funds advance new treatments, innovative surgical approaches, regenerative medicine, and technologies that improve patient outcomes. As the leader in musculoskeletal health, HSS is uniquely positioned to reduce physical suffering and improve performance worldwide.



6-Year BIKE HSS Impact



\$12.5 MILLION RAISED

to advance orthopedic research



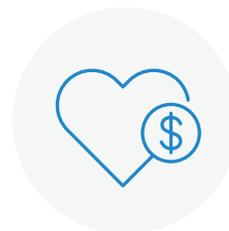
94,000 MILES TRAVELED

3.7x around Earth



3,400+ PARTICIPANTS

joined the MOVEment



47,000 DONORS

Supported our efforts



AMANI TOOMER

Grateful Patient



RENEE WERNICKI

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.”

“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 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 Drawstring Bag



VOLUNTEER

BIKE HSS Shirt & Visor



RAISE \$250

BIKE HSS Water Bottle



RAISE \$500

BIKE HSS Compression Socks



RAISE \$1,000 – RIDE

BIKE HSS Cycle Jersey



RAISE \$1,000 - WALK/RUN

BIKE HSS Hooded Shell



RAISE \$5,000

BIKE HSS Power Bank



Customize Your Page

<div style="background-color: #e6f2ff; padding: 10px; margin-bottom: 10px;"> <p>1 Create a Custom URL</p> </div> <div style="background-color: #e6f2ff; padding: 10px; margin-bottom: 10px;"> <p>2 Change the Title (First Name) (Last Name) BIKE HSS Page</p> </div> <div style="background-color: #e6f2ff; padding: 10px; margin-bottom: 10px;"> <p>3 Customize your story to share why you are riding!</p> <p>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."</p> </div> <div style="background-color: #e6f2ff; padding: 10px; margin-bottom: 10px;"> <p>4 Make sure to sign your name</p> </div> <div style="background-color: #e6f2ff; padding: 10px;"> <p>5 Upload a photo</p> </div>	<p>→</p> <p>→</p> <p>→</p> <p>→</p> <p>→</p>	<div style="background-color: #f9f9f9; padding: 5px;">Personal Page</div> <div style="padding: 10px;"> <p>Customize your Personal Fundraising Page URL: URL Settings</p> <p>http://support.hss.edu/goto/janedoe</p> </div> <hr/> <div style="padding: 10px;"> <p>Title Edit Content</p> <p>Jane Doe's BIKE HSS Page</p> </div> <hr/> <div style="padding: 10px;"> <p>Body</p> <p>Dear Friends,</p> <p>On Saturday, September 19, I will be participating in BIKE HSS to improve mobility and musculoskeletal health for people worldwide. I'd love for you to make an impact with me—will you join the MOVEment by supporting me with a gift?</p> <p>Since 2019, donors like you have helped BIKE HSS raise over \$12 million, fueling innovative treatments, novel surgical approaches, regenerative medicine, and technologies that transform lives.</p> <p>I'm participating because mobility matters to all of us. [INSERT PERSONAL REASON HERE]</p> <p>Your support gives more people the opportunity to move and enjoy the quality of life they want. To make a gift, please use the link below.</p> <p>Thank you so much for your consideration.</p> <p>All my best, [INSERT YOUR NAME]</p> </div> <hr/> <div style="padding: 10px;"> <p>Add a Personal Photo/Video Upload Media</p> </div>
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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

😊
↩
⋮

Dear [\[NAME\]](#),

On Saturday, September 19, I will be participating in BIKE HSS to improve mobility and musculoskeletal health for people worldwide. I'd love for you to make an impact with me—will you join the MOVEment by supporting me with a gift?

Since 2019, donors like you have helped BIKE HSS raise over \$12 million, fueling innovative treatments, novel surgical approaches, regenerative medicine, and technologies that transform lives.

I'm participating because mobility matters to all of us.
[\[INSERT PERSONAL REASON HERE\]](#)

Your support gives more people the opportunity to move and enjoy the quality of life they want. To make a gift, please use the link below.

Thank you so much for your consideration.

All my best,
[\[INSERT YOUR NAME\]](#)

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. _____



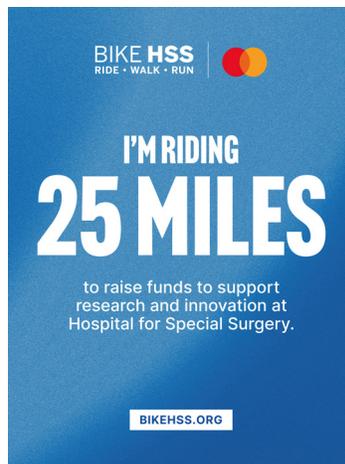
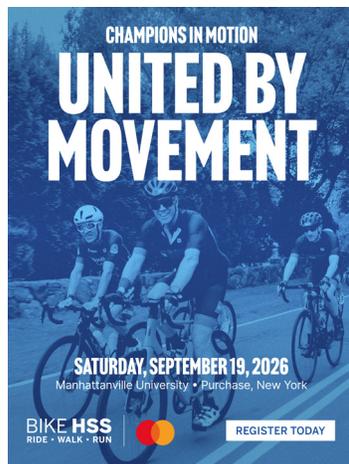
Remember to feel good about asking for donations, you're giving people the chance to support mobility and movement.

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 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 19th to raise funds to support research and innovation at Hospital for Special Surgery. Join me in improving mobility and enhancing quality of life for all by making a donation to my campaign or registering to participate with me.. [INSERT YOUR PAGE LINK]. Together we turn movement into impact!

02

I am participating in BIKE HSS on September 19th 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!



Host a Social Fundraiser

Partner with a local restaurant or bar to host a fundraiser. Add a raffle, 50/50, or silent auction to increase support.



Use Your Unique Talents as a Fundraiser

Use your talents to raise money—like hosting a bake sale. Offer incentives and add a personal touch with handmade items or baked goods.



Sporting Events

Who doesn't love competition? Use major sporting events to run brackets or squares and boost fundraising.

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	
Jack Smith	Mar 26	\$5.00	

Click the mail button to send a Thank You email

Checkmark indicates an email is sent

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 all participants), 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 event 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?

All donations must be made by December 31, 2026.

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!