

Fundraising Toolkit

SATURDAY,
SEPTEMBER 14, 2024

MANHATTANVILLE COLLEGE
PURCHASE, NY

BIKEHSS.ORG
BIKE@HSS.EDU



BIKE HSS

In partnership with



How you MOVE is why we ride!

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Questions?
Contact Us

Get in touch with the BIKE HSS team anytime at bike@hss.edu

ABOUT BIKE HSS



BIKE HSS is a one-day cycling MOVEMENT in Westchester and Fairfield Counties, starting and finishing at Manhattanville College in Purchase, New York.

The BIKE HSS mission is to fuel groundbreaking research and discoveries that will keep people moving and alleviate pain.

YOUR IMPACT

Why Support BIKE HSS?

As the world's leading academic health system specialized in musculoskeletal health, HSS is uniquely positioned to resolve physical suffering and improve performance for people worldwide. Funds raised by BIKE HSS will accelerate Hospital for Special Surgery's efforts to:

Drive musculoskeletal research and discovery to identify causes and find cures.

Provide the world's best, personalized patient care.

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



4-Year BIKE
HSS Impact



1,224 RIDERS
including 213 Physicians



465 VOLUNTEERS
supported the cause



OVER \$6.8 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.”

Customize Your Fundraising Page

Click “Dashboard” on the top right. Then scroll down until you find the following:

1 Create a Custom URL



Personal Page

Customize your Personal Fundraising Page URL:

URL Settings

<http://support.hss.edu/goto/samhavens>

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



Title

Sam Haven's BIKE HSS Page

Edit Content

3 Customize your story to share why you are riding!



Body

Dear Friends,

On **Saturday, September 14**, I will be riding in **BIKE HSS** to benefit Hospital for Special Surgery.

Musculoskeletal issues are among the leading causes of disability, affecting more than one out of every two adults in the US. Funds raised through **BIKE HSS** will accelerate Hospital for Special Surgery's efforts to:

Advance groundbreaking research for new treatments.

Provide patients with life-changing care, from diagnosis to recovery.

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

I am riding in support of every person who suffers from a musculoskeletal condition because **MOVE**ment, health, and wellness are more important than ever.

Please consider a donation to my ride. Together, we can help restore mobility and hope to countless patients around the world who rely on HSS.

How you **MOVE** is why we ride.

Thank you for your consideration.

All the best,

4 Make sure to sign your name



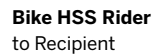
5 Upload a photo



Add a Personal Photo/Video

Upload Media

SAMPLE EMAIL



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 communication on page 9 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


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

SUGGESTED GRAPHICS

[Click to Download](#)

BIKE HSS

in partnership with




JOIN THE MOVEMENT

SATURDAY, SEPTEMBER 14, 2024

Manhattanville College
Purchase, New York
10, 25 or 62 mile routes
Ride | Volunteer | Donate

BIKEHSS.ORG





How you **MOVE**
is why we ride

Support my ride to
keep people moving
world wide!


GOAL: \$

BIKE HSS

PLEASE SUPPORT
MY BIKE HSS RIDE!

I'm riding in BIKE HSS on September 14th to fuel groundbreaking research and discoveries that will alleviate pain and keep people moving. Join the MOVEMENT by making a donation to my campaign or registering to ride with me. Together we have the power to change the way the world moves!

ADD LINK TO YOUR FUNDRAISING PAGE



BINGO

HELP ME FILL MY BOARD-
DONATE TO MY RIDE

I'M RAISING MONEY TO HELP ALLEVIATE PAIN
AND KEEP PEOPLE MOVING!

\$15
DONATION

\$10
DONATION

\$5
DONATION

\$25
DONATION

\$100
DONATION


\$10
DONATION

\$15
DONATION

\$20
DONATION

\$5
DONATION

VENMO ME: _____

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

SUGGESTED SAMPLE POSTS

01

I'm riding [DISTANCE] in BIKE HSS on September 14th to fuel ground-breaking research and discoveries that will keep people moving and alleviate pain. 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 14th because [ADD YOUR WHY]. Please support this important cause by donating at [INSERT YOUR PAGE LINK].

Need help with social media? Get in touch with the BIKE HSS team at bike@hss.edu

Now What?

FOLLOW UP

People are busy and may miss emails, so don't be afraid to follow up. Sometimes it may take 3 reminders for your network to take action.


GET CREATIVE

Try to 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. Thank your donors for their support through your fundraising page as soon as possible.

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

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Frequently Asked Questions

Do I need to raise money?

In support of our mission to provide critical musculoskeletal care, we highly encourage it. 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 2024
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, 2024.

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 2024
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!