



2017 EVENT HANDBOOK

WEARYELLOWNEBRASKA.ORG



A Note to Participants

By registering for the 14th Annual Wear Yellow Ride, Fun Run & Walk, you've committed to much more than a bike ride, a fun run, or a walk through the park. You are now a part of a movement to provide our fellow Nebraska cancer survivors with a tool to help make their treatment successful, and be a part of a member of a community unlike any other. Whether you've participated in one, all, or zero Wear Yellow Ride, Fun Run and Walks, we are pumped that you're here. Together, we can provide service, support and community for Nebraska's cancer survivors.

This event handbook is designed to provide you with the tools and information necessary to achieve your fundraising commitment. After thirteen years and more than \$200,000 raised for transportation to and from treatment for cancer patients, our food delivery program, and grants, our team has learned the tips, tricks and behaviors necessary to successfully fundraise. We are confident that if you follow the steps laid out in this event guide, you'll meet and likely exceed your commitment this year (and have fun in the process).

Thanks for all you do!

THE WEAR YELLOW RIDE, FUN RUN & WALK TEAM



Table of Contents

Where the Support Goes	Go »
Costs	Go »
Registration	Go »
Packet Pick Up	Go »
Routes	Go »
Route Support	Go »
Volunteer Opportunities	Go »
2017 Fundraising Milestones	Go »
Get Creative, Get Competitive	Go »
Fundraising Methods	Go »
Fundraising Tools	Go »
Matching Donations/Gifts	Go »



Where the Support Goes

Founded in 2003, The Wear Yellow Ride, was established with one goal, to bring people passionate about cycling together to celebrate life and fight cancer. The local Wear Yellow Ride was organized by Mike and Stacy Buckley in 2003 as a way to rally the Omaha community in riding for a good cause: their entry into the prestigious Austin LIVESTRONG Challenge.

As passion for the cause grew and more people wanted to get involved, the group's focus started to shift inwards, and they made the decision to form a nonprofit organization and keep the funds from the annual event in Nebraska to support cancer survivors in our own community.

Wear Yellow Nebraska officially became a 501(c)3 nonprofit organization in 2009 with a clear focus on niche initiatives that offered cancer survivors support in ways that weren't being addressed and for people who would otherwise fall through the cracks, truly caring for an individual's special circumstances.

To sustain our mission, we network with local donors, corporate sponsors, riders, walkers and runners, survivors, business partners, and volunteers to continue growing our events to fund our initiatives.



THE WEAR YELLOW CAB RIDE PROGRAM

As a cancer survivor, co-founder and past president Mike Buckley had the idea to start funding cab rides for cancer patients in Omaha who were without access to transportation, a need he discovered during his own treatment journey. We're proud to say that in the Fall of 2016, we now cover the communities of Omaha, Lincoln, and Fremont.

Access to rides to and from treatment are essential because patients are in a weakened state and often times left unable to drive themselves, which also leaves them vulnerable to lapses in vital medical care. Even if patients do have family and friends who can help, they aren't always available.



The annual Wear Yellow Ride turned into a way to fund vital transportation by providing free cab rides to cancer patients in need, and the cab rides remain our primary program to date. A Ride for a Ride.

Since launching our free cab ride program in 2012, Wear Yellow Nebraska has funded more than \$75,000 dollars providing more than 4,000 cab rides to Nebraska cancer patients in need.



Costs

We try to keep the cost of the event simple. From the opening of registration through March 31st, it's only \$30...that's no April Fools! In the month of April, the price goes up \$5 to \$35. And On May 1st we go up \$5 more to \$40. So there's some incentive to register early...like two Starbucks's worth (in case it's chilly on the day of the event!).



Registration

Registration will open at our 2017 Kick Off Event on January 18, 2016 and be open through the day of the event. Those who register AFTER May 1st, are not guaranteed an event t-shirt. Additional quantities will be ordered, but sizes will vary.

We have a number of Registration events where you can come register in person. Come see us at:

- Trek Store Midtown – March 4th, 1:00PM – 3:00PM
- Cycle Works Lincoln – March 11th, 12:00PM – 3:00PM
- The Bike Rack Omaha – March 18th, 1:00PM – 3:00PM
- Greenstreet Cycles – March 25th, 12:00PM – 3:00PM

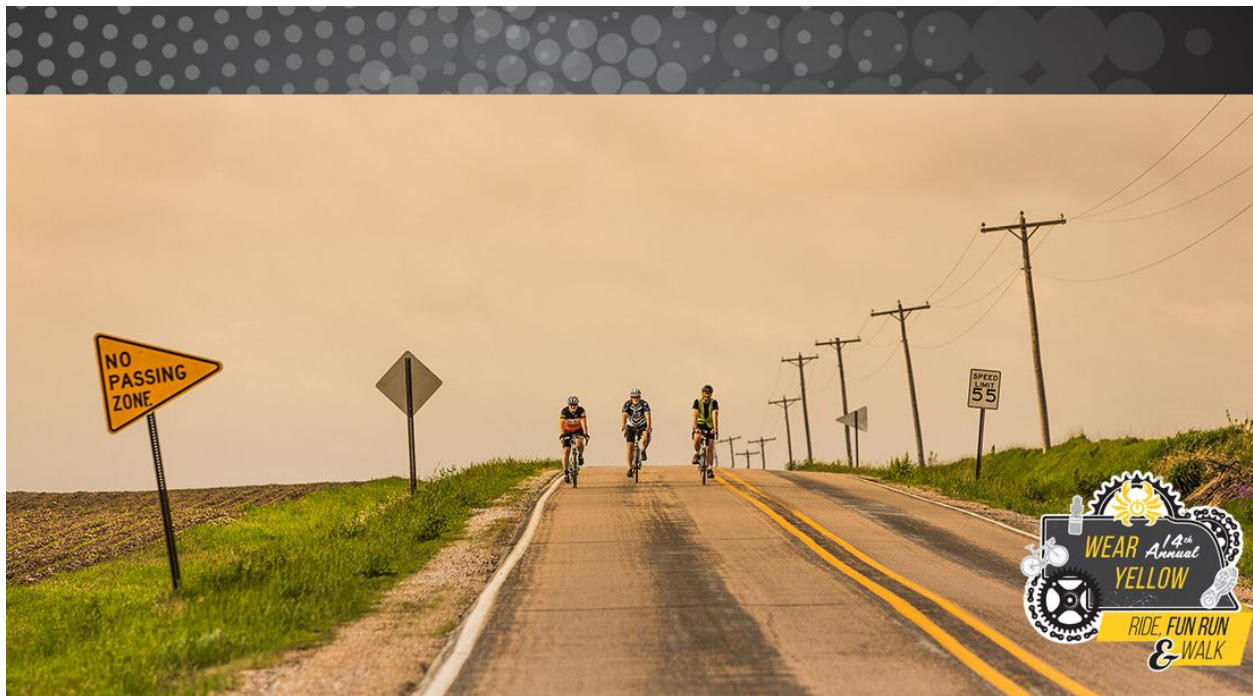
You can also find us at the Omaha Pedaler's Club Movie Event and Swap Meet in February and March (dates to be confirmed).



Packet Pick Up

We have four packet pick up dates as well as picking it up the day of. We encourage you to pick your packet up early, as it makes for an even earlier morning on the day of the event. You can pick your packet up from 5:00PM to 7:00 PM on:

- May 9 Packet Pick Up @ The Bike Rack Lincoln
- May 10 Packet Pick Up @ Trek Store Midtown
- May 11 Packet Pick Up @ The Bike Way
- May 12 Packet Pick Up @ The Bike Rack Omaha



2017 Routes

From a short cruise down the highway to a scenic loop over hills and countryside, you can experience the very best of springtime in rural Nebraska.

- For those craving roads, we offer 25, 30, 42, 57, and 61.4 mile options.



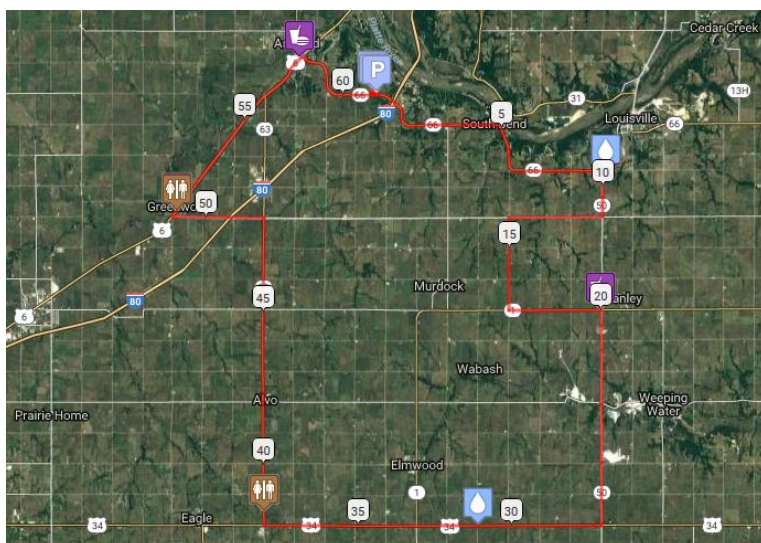
- For those craving less formal roads, we're excited to offer a new 53 mile gravel option.
- For those on two legs, we invite you to participate in the approximate 5K Fun Run & Walk.

Enclosed you can find a link to each route's cue sheet, map, downloadable gps file, and information on each route. All routes depart from the Museum's Restoration Hangar.

—7:00AM DEPARTURES—

Ride & Run

Participants wishing to ride the 25 mile route and run/walk the Adventure 5K will depart at 7:00AM. You will need to complete the 25 mile ride by 9:30 AM to be ready to participate in the 5K Adventure Fun Run & Walk starting at 10:00AM.



61.4 Mile Route

A challenging route with rolling hills and plenty of scenery. Remember, it's Nebraska and there will be a good headwind somewhere on this route. You earn a second set of pancakes for completing this route!

[View Route](https://ridewithgps.com/routes/18006084)

URL: <https://ridewithgps.com/routes/18006084>

57 Mile Route

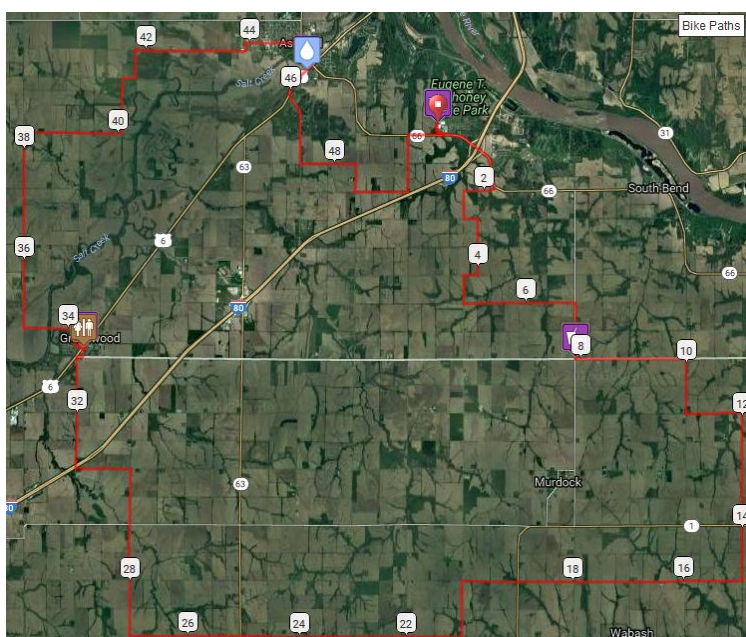
A good training ride. Filled with hills, decent climbs, a few Strava sprint areas, and a good distance.

[View Route](#)



URL: <https://ridewithgps.com/routes/18006033>

—8:00AM DEPARTURES—

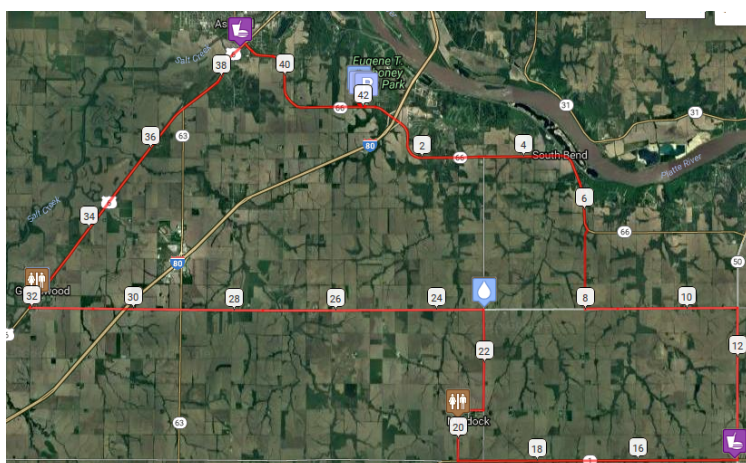


51 Mile Gravel Ride Route

For the adventure seekers that really want a workout. We've got gravel, minimum maintenance roads, hills, some trail and pavement, maybe a few farm dogs... but one heck of an adventure ride. Designed for riders who like their fat tire bikes, gravel and cross bikes, or their mountain bikes, this is the route for you. A semi-self supported route with one power stop through the farmlands of eastern Nebraska.

[View Route](#)

URL: <https://ridewithgps.com/routes/18379023>



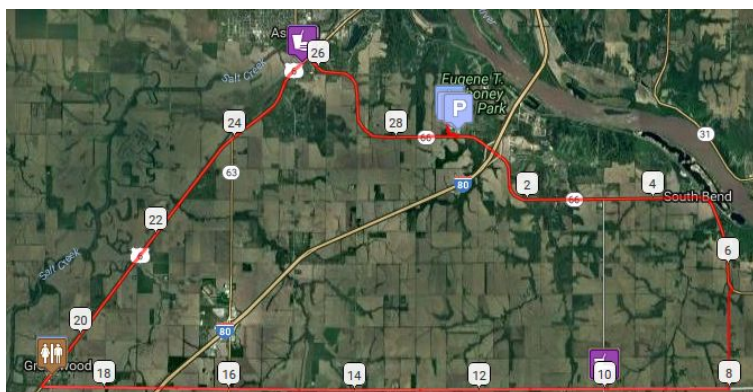
42 Mile Route

A good mid-length route for those who want to get a workout in, but not push it too far. Filled with rolling hills, and a few decent climbs that will make you work for those sweets at the power stop.

[View Route](#)

URL: <https://ridewithgps.com/routes/18006001>

—9:00AM DEPARTURES—

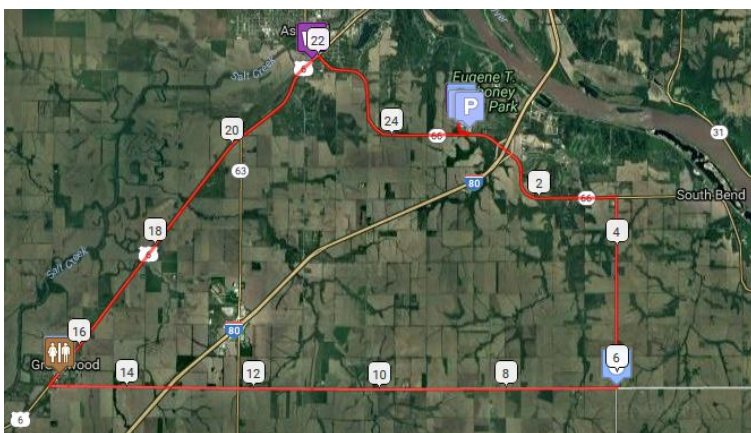


30 Mile Route

Like our 25 mile route, A good route to start the season with. If you took the winter off, and had to dust off your seat, this is a great route to start on. Add a few rolling hills to stretch those legs a little.

[View Route](#)

URL: <https://ridewithgps.com/routes/18005930>



25 Mile Route

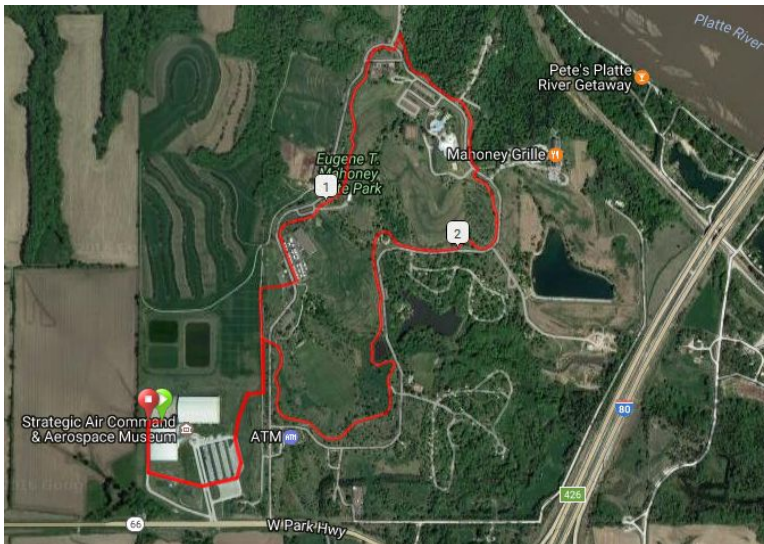
A good route to start the season with. If you took the winter off, and had to dust off your seat, this is a great route to start on.

[View Route](#)

URL: <https://ridewithgps.com/routes/18005966>



—10:00AM DEPARTURE—



The Adventure 5k Fun Run & Walk

With the success of the fun run and walk, we're excited to host our non-cycling friends again. Those who come out to the Wear Yellow Ride to support their cyclists and enjoy the event can once again lace up their walking/jogging/running shoes to help their fellow Nebraskans in the fight against cancer. The Fun Run & Walk will follow an approximate 3.6 mile course from the SAS Museum

through the wide open spaces of Mahoney State Park. For those who want a little competition, the event will be (non-chip) timed. A Power stop will be included at the halfway point

[View Route](https://ridewithgps.com/routes/18260435)

URL: <https://ridewithgps.com/routes/18260435>

All Events End at 2pm!



The event ends at 2:00PM. Courses and on course support, Expo Area, Power Stops and the Pancake Man all close at this time.

Please choose a route that you can complete by this time.



Route Support



This year we have four bike shops providing support for the Wear Yellow Ride. We will also have a few volunteer's driving the multiple routes providing assistance if needed. The bike shop vans will be on the routes to help you with any minor mechanical issues, or flat tires.



Volunteer Opportunities

We need your help! We couldn't do this great event without the support of many. We have opportunities to volunteer at multiple locations throughout the day and several opportunities leading up to the event.

Event Director: Michael Merritt

Develops team to coordinate all aspects of the event.

The Event Director will be responsible for the design and implementation of the Wear Yellow Ride, Fun Run & Walk Plan in conjunction with the Wear Yellow Ride Committee, recruitment and coordination of volunteers, oversight of budget, day to day operations of the Wear Yellow Ride, Fun Run & Walk Planning Committee, public relations, fundraising, coordinating with the VP of Marketing the writing and editing event information, handbooks and newsletters and other duties as assigned.

The Event Director will be the lead person for the Wear Yellow Ride, Fun Run & walk event, supervising Wear Yellow volunteers. The Event Director will work closely with the Wear Yellow Ride Committee (a special committee selected by the Wear Yellow Nebraska Board of Directors) and its subcommittees in all aspects of the planning and execution of the Ride, Fun Run & Walk event.



As Wear Yellow grows in participation, we anticipate that much of the “staff support” for the Ride will continue to come from volunteers, including the Ride Committee, its’ sub-committees and other Wear Yellow volunteers. Initially, we anticipate the Event Director will be involved in all aspects of the event and over time, the position will evolve to more of supervisory and strategic direction for the event with additional roles and an established structure of volunteers supporting the event.

1. Arrange and coordinate all aspects of Wear Yellow Ride, Fun Run & Walk in coordination with Ride and Run Assistant Coordinators, Event Committee and volunteers. This includes but is not limited to: development of the annual ride plan; design and document routes; event registration; coordination of event logistics, (vendors, bicycle shops, information booth workers, public safety support, maps, etc.); coordinate volunteers, including position design, recruitment, training and recognition.
2. Ability to effectively organize efforts of many people, experience in planning and managing special events. Ability to design tasks and delegate responsibility, possess interpersonal skills to deal with volunteers. Ability to act quickly and creatively when faced with new problems. Strong interpersonal and organizational skills required. Ability to develop job descriptions, operating manuals, design schedules and systems to provide a first class ride. Knowledge of bicycling and bicycle safety. Ability to read and interpret maps, coordinate information, and work with local officials. Familiarity with the State of Nebraska.
3. Develop annual budget (approved by Wear Yellow Nebraska Board of Directors). Track expenses, bill payment, purchase of services and materials through competitive bids (food service, trucks, toilets, etc.).. Participate in Wear Yellow Ride Committee and subcommittee meetings. Manage event funding requirements including adherence to sponsor provisions and reporting.
4. Demonstrated successful experience in managing volunteers, knowledge of purchasing procedures, budgeting and financial management.
5. Work with VP of Marketing and potential marketing agency to write/update handbooks, guidelines, newsletters, web content. Work closely with marketing agency on logos, brand development, copy, promotion of sponsors, maintenance of web pages and online registration, online presence, social marketing strategy and ride publicity.
6. Proven ability as an effective oral and written communicator, knowledge of online and social media marketing strategy, ability to manage marketing contracts, knowledge of



special event marketing strategies, ability to organize material in a clear and concise manner.

Coordinators are responsible for all of the activities of their Volunteer Teams at their chosen locations and/or under their specific responsibilities. If you choose to be a Lead Volunteer, you must be willing to make yourself available the entire time the Volunteer Team activities that you are leading occur. The times required will vary by responsibilities. In addition to being available during the Friday/Saturday Set up and day of event, Lead Volunteers will also be expected to participate in pre-event meetings and be responsible for communicating many event details to their Teams. Please understand that there is an application process for Lead Volunteers.

Run Assistant Coordinator: Jennifer Marhenke

The Assistant Run Coordinator is an integral part of the event volunteer committee, which plans and executes all aspects of the Wear Yellow Ride, Fun Run & Walk. Reporting to the Event Director, the Assistant Run Coordinator will be an exempt employee. Some nights and weekend days are required in this position. Key responsibilities are listed below as well as other tasks as assigned.

- Serve as the lead volunteer in the coordination and implementation of the 5k Fun Run & Walk
- Work with the Event Director to develop and maintain a work plan for each event
- Assist in securing sponsors
- Assist with the overall marketing
- Help oversee all logistics, including oversight of contractors (timers, clock management), run volunteers
- Help handle all run event related logistics including; manage venue needs, course and expo locations for event
- Oversee event sponsorship fulfillment from run based companies, sponsors
- Help oversee recruitment, selection and communication to event volunteers
- Work within event budget
- Perform other event related duties with the assistance of the Event Director
- Help manage volunteers working on events and event planning
- Increase community runner and volunteer participation annually.

Ride Assistant Coordinator: Open Role

The Assistant Ride Coordinator is an integral part of the event volunteer committee, which plans and executes all aspects of the Wear Yellow Ride, Fun Run & Walk. Reporting to the Event Director, the Assistant Ride Coordinator will be an exempt employee. Some nights and weekend days are required in this position. Key responsibilities are listed below as well as



other tasks as assigned.

- Serve as the lead volunteer in the coordination and implementation of the Ride
- Work with the Event Director to develop and maintain a work plan for each event
- Assist in securing sponsors
- Assist with the overall marketing
- Help oversee all logistics, including oversight of contractors (bike shops), ride volunteers
- Help handle all ride event related logistics including; manage venue needs, routes and expo locations for event
- Oversee event sponsorship fulfillment from ride based companies, sponsors
- Help oversee recruitment, selection and communication to event volunteers
- Work within event budget
- Perform other event related duties with the assistance of the Event Director
- Help manage volunteers working on events and event planning
- Increase community rider and volunteer participation annually.

Pre-Event: Packet assembly, packet pick-up's, registration events... we have a lot of odd jobs leading up to and the day of the event, and we need plenty of hands.

Marketing: We're all about the word of mouth marketing strategy, but we also have a stack of awesome postcards and posters to distribute in the Omaha and Lincoln areas. Easier still, we need your help online. Posting to event calendars, user groups, cycling and running groups, and social media are where we bring in some of our largest number of registrations. If you've got the energy to help us spread the word, we'll know how to use it!

Wear Yellow Night on Wabash/Tobey Jack's Coordinator:

Coordinate all aspects of a Wear Yellow Night on the Wabash Trail, and publicity event at Toby Jack's Steak House in Mineola, IA. Work with VP of Marketing and Director of Social Media to publicize the event.

PACKET ASSEMBLY

Packet Pick Up (4 Events):

Help distribute T-shirts and rider materials to participants at several Omaha and one Lincoln locations during evening hours from May 9-12.

Bike Shop, Run Shop Registration Event Volunteers:



- 4 Volunteers for each event. Typically a Saturday from 1-3 with a 3-3.5 hour commitment with set up and tear down. Take registrations for the event, sell WYN Merchandise.

Pre-Ride/Run/Walk/Taco Ride Events:

- Spring Fling Ride
- Tour de Cure Ride
- Leprechaun Chase

Bike Swap Meet Volunteers:

Three to four volunteers throughout the day to set up, staff booth, take event registrations, sell WYN Gear, and tear down booth. Typically a 9AM arrival to set up with a 3 PM departure time. Volunteers can work in shifts.

Movie Night Volunteers:

Three to four volunteers to set up, staff booth, take event registrations, sell WYN Gear, and tear down booth. Typically a 5PM arrival to set up with an 8 PM departure time.

Postcarding Volunteers:

Be a bike messenger for a day (or two) and help distribute information to potential participants.

- Bike Shops
- Run Shops
- Bike Trails
- Businesses

T-Shirt Pick Up/Prep:

One to two volunteers with larger vehicles (trucks) to pick up t-shirts from printer and deliver to event director's home. Two additional volunteers to help sort t-shirts, packets for following day registration event in Lincoln. Approximately 5-8 PM on the Monday evening before the ride.

Pick Up Stuff:

Two to three volunteers to pick up event items that may include raffle items, event signage or promotional materials, donations...etc.

Food Pick Up (Costco/HyVee):

One volunteer to help pick up donated food items such as fruit, beverage items.



DAY OF EVENT

Decoration Volunteers:

Five to Seven volunteers to help set up event signage, decorations, start/finish line, eating tables...etc.

Raffle Set Up:

Three volunteers to set up the Legendary Raffle tables. Consists of setting up, displaying, organizing seven to eight tables of raffle items with their information/value sheets.

Expo Coordinator: 1 Volunteer 9-11AM Shift

Helps coordinate set-up of expo area prior to the riders returning and addressing the needs of expo vendors.

Merchandise: 2-3 Volunteers/Possible 2 Shifts

Sell Wear Yellow Nebraska Merchandise that includes t-shirts, cycling gear (jerseys/hats/arm warmers) and glassware.

Registration: 4 Volunteers/2 Shifts 6AM – 8AM, 8AM – 10AM

Assist in day of registrations, possible t-shirt size exchanges, and provide general event information such as start times, breakfast time, and museum access details.

Car Parking/Hospitality: 4 Volunteers/ 2 Shifts 6AM – 8AM, 8AM – 10AM

Handles organization and safety of parking vehicles in front of the museum prior to the event. Provides information on where to go for registration, restrooms, start, etc.

First Aid:

Provides Riders, Volunteers, Spectators and other participants with first aid assistance at venue sites and along the route. Please note, all Volunteers in this role should have BLS training and/or medical background.

First Aid Support Vehicles: 2 Volunteers to ride with SAG Support/Mechanical Crew

Volunteers who ride in vehicles along the route to troubleshoot and assist riders as necessary. Please note, all Volunteers in this role should be licensed physicians, paramedics, EMT's, athletic trainers, Physicians Assistants nurses and/or have experience with mass coverage events.

SAG Support/Mechanical Crew: 2 Volunteers

We need safe drivers to help transport participants and bikes that break down during the ride. Only safe drivers need apply. Provides mechanical assistance to Riders at various locations and/or along the route. Please note: All Mechanical Volunteers must be able to change a tire, pump a tire, and perform minor drivetrain adjustments. All Mechanical



Volunteers must also bring their own tools including a floor pump, wrenches, tire levers, hex/allen wrenches and screw drivers.

Bike Parking/Corral/Hospitality: 4 Volunteers/3 Shifts 6AM – 8AM, 8AM – 10AM, 10AM – 1PM

Handles organization and safety of bicycles pre- and post-event. Provides information on where to go for registration, restrooms, start, etc. Please note, this activity may involve bike maneuvering and lifting but let's be real, many of our riders ride carbon and aluminum so the lifting should be pretty easy!

Power Stops Coordinator:

Assist with serving snacks, water and Gatorade to our riders at the Power Stop sites. Also makes sure all areas are clean and free of debris. This is a great opportunity to get plenty of fresh air. Please note, this activity may involve heavy lifting.

Start & Finish Celebration Team:

Eight to ten volunteers to cheer on our participants as they head out on their ride or run/walk, and to welcome them back to the finish.

Pancake Man: 3 volunteers 9AM – 1PM Possible 2 Shifts (Roger & Peggy Portis confirmed)

Assist The Pancake Man with set up and preparation of his pancake making station. Riders will arrive hungry and ready to eat around 10:30AM. This assignment may include some heaving lifting of tables and/or preparation of food and drinks.

Event Photography/Video: 3-4 Volunteers 6AM – 1PM

There are no specific requirements to be a Photography Volunteer. We ask that you supply your own camera or additional equipment. Photos taken during the event should be provided to Event Director, Michael Merritt on CD or DVD within 7 days of the event. Credit will be given to our photographers including a company logo and link to website as requested.

Sign Clean Up/Site Clean Up/Event Breakdown:

Join our hard-working breakdown crew after the event. Bring some fresh energy to our exhausted teams as we collect signs from the routes, break down tables, repack supplies and load boxes onto our Uhaul truck. This position may require some heavy lifting and/or manual labor.

Thank You Cards:

*Please note: Only Volunteers who have registered through our event website (signup genius link) will be considered Event Volunteers and receive details surrounding their Volunteer



Activity. All volunteers must be registered and provide contact info including email address and mobile number.

Contact our Director of Volunteers, Chris Ortman @ volunteer@wearyellownebraska.org for more information.



2017 Fundraising Milestones

There are endless opportunities to tie fundraising to major events, seasons and holidays that you and your potential donors celebrate. We've included a breakdown of some creative, seasonal fundraising ideas below.

JANUARY

New Year's Resolution Reminders

This time of year sneaks up on everyone, so we'll bet a few of your friends forgot to make a resolution for 2016. Suggest they add Wear Yellow Ride, Fun Run & Walk donor status to their to-dos this year, along with a link to your shiny, new Rider page.

FEBRUARY

Valentine's Surprise

Ask your loved ones to skip the chocolate and flowers this year and make a donation to your profile to show how much they care. Because what could be a better gift than making an impact on cancer research?

MARCH

March Madness

Ask your friends and co-workers who toss in donations for a tournament pool if they would consider matching the same donation for your ride. If you're lucky, the winner might end up donating some of his/her winnings, too. Bragging rights and a donation to cancer research seems like a win/win to us.

APRIL

Spring Gardening

Ask your local schools, community centers, hospitals, etc. if they would donate an amount to your ride equal to what they would normally pay a landscaping company to plant new blooms for spring. A few hours of planting could result in a sizable contribution.

MAY



It's Spring Cleaning, so clear out those items you haven't seen or used all year and have a garage sale. Donate the funds raised toward your fundraising goal.

YOUR BIRTHDAY

Considering asking for donations to your fundraising in lieu of birthday gifts this year—do you really need another pair of pajamas from your Mom anyway?



Get Creative, Get Competitive!

Challenge another team, or your teammates to a fundraising goal.

The Wear Yellow Ride, Fun Run & Walk does not require you to fundraise to take part in the event, but we'd love it if you did. Here are some suggestions to help us meet our goal:

Team Size	2017 Fundraising Goal
5	\$500
10	\$1,000
15	\$1,500
20	\$2,000
25	\$2,500
30	\$3,000
30+	\$4,000
VIRTUAL RIDER, RUNNER or WALKER	\$100

FUNDRAISING DEADLINE IS MIDNIGHT, FRIDAY MAY 12, 2017.

You may note that this is the first time we've offered suggested fundraising goals for individuals or teams. By challenging our community to aim higher in their fundraising efforts,



we will be able to provide additional assistance to our fellow Nebraskans in the fight against cancer. As a direct result of your fundraising efforts so far, Wear Yellow Nebraska has been able to provide over 4,000 cab rides in the Omaha, Lincoln, and Fremont area and we want to expand that reach. The Wear Yellow Nebraska community has already demonstrated how unstoppable they are in their fundraising efforts. We feel that now is the time to harness your passion, set our sights on new objectives and provide an even greater impact as we work toward providing assistance to every Nebraskan fighting cancer. Quite simply, we believe that every extra dollar we can raise together will help to save more lives.



Fundraising Methods

This year, we invite you to set a stretch goal in your rider profile. This new feature allows you to share a goal above and beyond your fundraising commitment with your family and friends.

With a total of 5 months available to you for fundraising, it's easy to procrastinate and tell yourself you'll get to it tomorrow. Don't be that teammate. Fundraising for Wear Yellow Ride, Fun Run & Walk should be fun and fulfilling—not stressful. So give yourself plenty of time to fundraise by registering early and following the fundraising ideas on the following pages. Check out this sample timeline to set yourself up for success.

Remember, it's optional!

JANUARY 18

The Wear Yellow Nebraska 2017 Kick Off Event

- Registration Opens: if you haven't registered yet, consider doing it today!
- Send your fundraising email #1 this week. Templates are provided in your registration profile page.

FEBRUARY 1

Celebrate the great response from your first fundraising email, thank your donors and start to plan at least one creative fundraiser you can do this spring.

MARCH 1

Send fundraising email #2 and include some photos from your training rides, runs, and adventure walks.

APRIL 1



Have a little April Fool's Fun with your donors, and potential donors on social media.

MAY 1

It's the final push! The event is only two weeks away, is your team #1? Are you the #1 fundraiser? Awards will be given to those who are, so go get it!

WEAR YELLOW RIDE, FUN RUN & WALK DAY

Congratulations—you did it! Send thank you notes to your donors and include photos from the ride, fun run & walk on social media. Don't worry, we'll have a huge selfie wall there for you to get your photo with.

If you registered late, don't let this timeline concern you. Just condense these suggested steps into a shorter timeframe. It's amazing what one well worded post on facebook or twitter will do for fundraising. If you need ideas, check out our templates on your page, or on the registration site.



Fundraising Tools

Now that you've decided to participate in Wear Yellow Ride, Fun Run & Walk, it's time to shout it from the rooftops! This is where Social Media comes in real handy. It's also time to think ahead about how you'll meet your fundraising commitment.

Once you've started putting your social networking skills to use, don't forget about your social media skills! And we have made this part as easy as possible. Consider using Facebook, Instagram, Twitter, LinkedIn, YouTube, a blog, or any other platform when prepping and participating in Wear Yellow Ride, Fun Run & Walk. These are great channels to recognize your donors, ask for donations, share your story, provide training updates and actually show your friends what the Wear Yellow Ride, Fun Run & Walk is all about.

FACEBOOK

With over a billion users on Facebook, it's safe to say you've probably got quite a few friends using this platform. Facebook is the perfect channel for storytelling in many different forms, as well as sharing links. When using Facebook in your fundraising efforts, consider sharing a status update with your story. This is a chance to let your friends know why you are participating in Wear Yellow Ride, Fun Run & Walk and share a direct link to your fundraising profile.



TWITTER

On twitter you're limited to 140 characters per post, which is a great way to challenge yourself to create short and concise messages. . If you want to share a link to your profile or a photo, you'll be down to 117 characters—so choose your words wisely. Twitter is a great place to connect with Wear Yellow Ride, Fun Run & Walk community members you may not already know. Keep an eye out for people using the #Wear Yellow Ride, Fun Run & Walk hashtags to make new connections, or follow the Wear Yellow Ride, Fun Run & Walk participant list. Oh, and be sure to hashtag it, #wearyellow.

LINKEDIN

LinkedIn is another social media tool that's available via our registration site. Now you might be thinking, this is my professional network, not an audience I'd typically ask for donations from. Well if you accidentally click that LinkedIn button, you might just end up with a profitable afternoon like our president did last year. When making his posts, he accidentally clicked the LinkedIn button, and later that afternoon donations were pouring in... to the tune of about \$350! That's a big oops!

INSTAGRAM

Instagram has quickly become one of the fastest growing social platforms available. With more people carrying camera phones than digital cameras these days, it makes photo and video sharing easier than ever. Keep your friends and family up to date by sharing photos of your fundraisers, videos from weekend training rides, and maybe some swag from the Wear Yellow Ride, Fun Run & Walk gear. You can't share a link to your profile on your photo captions with this one, but you can update your bio with a link to your fundraising profile. When you share pictures, mention in your caption that your friends can make a donation by visiting the link in your bio. Make sure to use #wearyellow when sharing your pics and we will repost our favorites!

SNAPCHAT

Share pictures or videos with your connections.....

YOUTUBE

Create a short 1-2 minute video of why you support Wear Yellow Nebraska. Why you Ride, Run or Walk. Why you volunteer.

WHERE TO BEGIN?

When you make a fundraising commitment, you have to think BIG about your potential audience. From the moment you sign up for Wear Yellow Ride, Fun Run & Walk, everyone becomes a potential donor. Take some time to sit down and brainstorm a list of people who might donate to your efforts this year. We recommend starting with:



- Friends and family
- Current or former colleagues and classmates
- Donors who have supported you in the past
- Your professional, volunteer or religious network
- Your social media connections

Don't be afraid to ask people who live outside of your community to support you. Think global and remember that almost everyone has been affected by cancer in some way. Each year we have supporters from around the globe donating to our participants, how far away from Nebraska can you get a donation?

After you brainstorm your list of potential donors, practice telling your story by asking yourself the following questions. The answers might help you inspire donors to support you:

- What does Wear Yellow Ride, Fun Run & Walk mean to me?
- Why did I make the commitment to ride, run or walk in the 14th Wear Yellow Ride, Fun Run & Walk?
- What are my goals this year? Am I increasing my ride distance, riding for the first time, riding and running, beating my run time last year, or trying to beat my fundraising total from last year?
- How has cancer impacted my life and why do I believe it's important to fund transportation for those who may not have adequate ways to get to and from treatment?

If a friend told you that their donation wouldn't really make a difference, what would you say to them? After all, the average cab ride is only \$15.

MAKE THE ASK

Over the years, we've seen that our most successful fundraisers have one simple thing in common: they ask as many people for support as possible, in very personal ways. Don't procrastinate—from the moment you sign up for Wear Yellow Ride, Fun Run & Walk, it's time to start communicating with potential donors!

Start by creating an email or mailing list of the people you identified in Step One, and then sit down and write your first communication. An excellent fundraising email or letter should address the following questions:

- What is Wear Yellow Ride, Fun Run & Walk and where does the money go? Why am I participating?
- What is my fundraising commitment and how much progress have I made? How can a donor support me?



Once you have drafted a fundraising email, or used one of the templates provided, ask a friend or family member to review it. Then, think about how you might build on this initial email to create several communications. We recommend sending at least three communications to your donors throughout the year, using this format:

- Announce that you've decided to ride in Wear Yellow Ride, Fun Run & Walk, share your story and why this movement is so important/personal to you, and make your first ask.
- Share an update on your training/progress to your goal. This is also a great opportunity to thank everyone who has already donated to your profile, and offer a gentle reminder to those who haven't yet done so.
- Following Wear Yellow Ride, Fun Run & Walk weekend, share details about what your experience was like along with some photos from the ride, fun run and walk. This is a great opportunity to thank everyone who has supported you and remind others who haven't yet donated.
- When the total amount raised through the Wear Yellow Ride, Fun Run & Walk is shared, share this extraordinary total with your donors and remind them that it wouldn't have been possible without their support. Also, share specific stories about Wear Yellow Nebraska's impact.

HERE'S A 30-SECOND ELEVATOR PITCH YOU CAN USE TO TALK ABOUT WEAR YELLOW RIDE, FUN RUN & WALK TO POTENTIAL DONORS. You can use this in an email, facebook post, or even a SnapChat or Instagram video!

Remind Them to Step Up!

As you fundraise, you'll encounter donors who pledge their support online or say "I'll give you a check next time I see you," but may forget to follow through. This is why it's important to send reminders to the people who've pledged to support you. It's much easier to submit their donation through the website that it only takes a few minutes, and it's secure!



We suggest sending a final reminder after you finish your ride, run or walk. The timing will lend a sense of urgency to your request and allow you to share the story of what you have accomplished. Post it, tweet it, share it from the event with a great photo of you at our selfie wall. There are also built in templates in your profile page to help.

THANK YOU, THANK YOU, THANK YOU!

You're well on your way to reaching and likely exceeding your fundraising commitment! It's time to thank your donors.

As time-consuming as it can be, nothing is more important than taking the time to say thank you to all of the people who supported you this year. Whether you create your own postcards or write a heartfelt note, always take the time to thank each of your donors.



Matching Donations/Gifts

Does your organization or company offer Matching Gifts? Matching donation programs are great, and many companies offer them. Check to see if yours does and we can help you out with any paperwork.

We encourage you to apply for your matching gift as soon as possible to ensure your funds have the best chance of arriving into your account before the fundraising deadline. It can take a while for a company check to arrive after you submit the initial request with a company.

While the Wear Yellow Nebraska team highly encourages the use of matching gifts in fundraising, we have absolutely no control over the timing, distribution and receipt of your matching gift from a company.

Each company controls the schedule on which it issues matching gift checks. Many companies issue matching gift checks on a quarterly basis, while others may issue checks on a semi-annual or even annual basis. Thus, it is very important for you to familiarize yourself with a company's matching gift policy.

DONATION INQUIRIES

We love to talk with our riders and donors as much as possible. However, as we get close to ride weekend, our team is extraordinarily busy with requests. We respectfully ask that



between the time frame of May 1-13, you wait to reach out about non-urgent donation questions. If you do reach out, please know that our response will be delayed. We will be happy to assist you after the event weekend concludes.

Thank you in advance for your patience.

