

**PELOTONIA<sup>®</sup>**

PELTON  
LEADERSHIP  
GUIDE

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# PELOTON LEADERSHIP GUIDE

Thank you for stepping up to lead your Peloton in 2024! Your leadership means so much more than ordering jerseys or coordinating weekend training rides. It means leading a group of individuals to get creative, work hard, and harness their passion to change the future of cancer research, together. Please use the information below as your reference to all things Pelotonia.

*Pro tip: [Click here](#) to bookmark this guide on your browser for quick access.*

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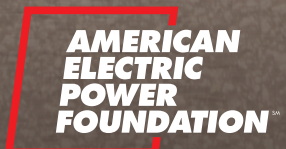
## Table of Contents

<b>GENERAL INFORMATION</b> .....	4	<b>SETTING PELOTON POLICIES</b> .....	11
Key 2024 Dates.....	4		
Participation Options .....	4	<b>PELOTON LEADER CHECK LIST</b> .....	14
<b>STARTING A NEW PELOTON</b> .....	5	<b>RESOURCES FOR MEMBERS</b> .....	16
		Informational Materials .....	16
<b>PELOTON LEADERSHIP SPECIFICS</b> .....	7	Fundraising 101 .....	16
Updates & Communication Channels.....	7	Donations.....	16
Recruitment.....	7	Pelotonia Graphic Usage.....	17
Peloton Administrator .....	8		
Peloton Leadership Committee.....	8		
Captain & Administrator Profile Functions.....	8		
Peloton Leadership Facebook Group .....	10		
Pelotonia Staff Contact List.....	10		
Peloton Jersey.....	10		



# Many miles, one goal

Powering the fight against cancer, together.



[aep.com/community](http://aep.com/community)

Proud to support Pelotonia  
as a Major Funding Partner

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# GENERAL INFORMATION

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## Key 2024 Dates

<b>February 29</b>	→ Registration open for Ride Weekend, Gravel Day, Challengers and Volunteers
<b>May 25</b>	→ Ride Weekend Registration Fee increases to \$179
<b>July 9</b>	→ Last day to withdraw or decrease route distance for Ride Weekend, or remove High Roller status
<b>July 10</b>	→ Ride Weekend Rider Registration Fee increases to \$229
<b>July 29</b>	→ Volunteers can no longer change or remove activity for Ride Weekend
<b>August 2</b>	→ Opening Ceremony*
<b>August 2</b>	→ Last day to add or change Peloton members
<b>August 3–4</b>	→ Ride Weekend*
<b>August 21</b>	→ Last day to withdraw or decrease route distance for Gravel Day
<b>September 21</b>	→ Gravel Day*
<b>October 8–18</b>	→ Fund Sharing
<b>October 15</b>	→ 2024 Fundraising Closes
<b>November 2024</b>	→ Impact Celebration*

\*Details will be announced on to-be-determined dates in the future at [pelotonia.org](https://pelotonia.org).

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## Participation Options

With three forms of participation, and two rides to choose from, we have a way for everyone to get involved. For more information on participating in Pelotonia 2024, go to [pelotonia.org/get-involved](https://pelotonia.org/get-involved).

# WHAT'S A PELOTON?

Organizing a team—which we call a Peloton—is a way for a group of friends, family and colleagues to create their own identity within the Pelotonia community. By harnessing the collective power of their unique skills and networks, members of a Peloton are empowered to raise more for cancer research, together.



A Peloton must consist of at least 5 participants. These 5 participants can be any combination of Riders, Challengers and Volunteers.



There are no fundraising requirements placed on the company when hosting a Peloton, nor is the Peloton and/or company responsible for their members' fundraising commitments.



Each Peloton must select a Captain to activate the Peloton, approve member requests, manage communication efforts and act as the liaison from Pelotonia to their members.



Each Peloton receives their own profile page on our website to brand with logos, photos and messaging to highlight the company's support. *See example below:*

The screenshot shows a Peloton profile for T. Marzetti, Captain Lauri Martin. It features a fundraising progress bar for the 2024 ride year, a list of members with their individual contributions and goals, and summary statistics for total member-raised funds and general Peloton funds.

**Peloton Profile Summary:**

- Peloton Name:** T. Marzetti
- Captain:** LAURI MARTIN
- Duration:** 3 Years
- Ride Year 2024 Fundraising Progress:** \$3,100 / \$25,200 goal
- Total Raised by Members:** \$1,900
- General Peloton Funds:** \$1,200
- Total Raised for Cancer Research:** \$3,100 (with a note: \$60,027 all-time raised)

**Peloton Members List:**

Member	RAISED	GOAL
Lauri Martin	\$1,000	\$2,000
Michael Zion	\$275	\$1,500
Kimberly Mazza	\$200	\$1,500
Brad Householder	\$150	\$1,500
Mike Petro	\$100	\$100 ✓

A man and a woman are shown from the chest up, wearing blue and white cycling jerseys with a bright green sash that says "Pelotonia". The man on the left is wearing a black headband and sunglasses. The woman on the right is smiling broadly. They are both wearing a bright green ribbon medal around their necks. The background is a blurred outdoor setting with a brick building and greenery. The entire image is framed by a blue and white geometric pattern.

**FOR A BRIGHTER AND  
BETTER TOMORROW**  
*through innovative cancer research*

**PELOTONIA**  
Bath & Body Works

[bbwinc.com/community-engagement](http://bbwinc.com/community-engagement)

Bath & Body Works is proud  
to support Pelotonia as a  
**Major Funding Partner**

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# PELOTON LEADERSHIP SPECIFICS

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## Updates & Communications Channels

Throughout the year there will be countless important updates we hope you'll share with your Peloton members to enhance their experience with Pelotonia. A few ways you can expect to hear these updates:

- **Pelotonia email blasts** — Emails sent periodically to all registered participants detailing important community updates and Ride Weekend details. Please encourage your members to **not** unsubscribe from these communications, as they would miss all important Ride Weekend instructions.
- **Peloton Leadership emails** — Twice a month you'll receive a note from the Community Engagement team listing out key dates on the horizon, special opportunities and everyone's favorite — Peloton Leadership events!
- **Pelotonia social media** — Follow us on [Facebook](#), [Instagram](#) and [Twitter](#) for updates in real-time. You also have access to the [Peloton Captain Facebook Group](#), more details on page 9.

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## Recruitment

### → Kick-Off Sessions

The best way to recruit participants for your Peloton is to host a recruitment kick-off to share important information and generate excitement with past and new team members. We recommend scheduling this anytime between March–May to allow for ample time to register and raise funds. This is the time to get new members on board, cover Pelotonia history, impact stories, and address commonly asked questions.

We've put together a bundle of resources to make hosting your own kick-off session easier than ever! Download a sample PowerPoint and recruitment materials at [here](#).

A typical kick-off lasts around 45 minutes, but we can easily condense our remarks if you determine a better opportunity to feature Pelotonia within a company-wide meeting.

Advertise the session at least 3 weeks in advance, and note that we'll cover:

- Why Pelotonia is so much more than a bike ride
- 3 forms of participation—there's something for anyone interested in joining the community
- The impact and breakthroughs funded by our \$283 Million raised
- Fundraising & training tips, tricks and resources available
- Ride Weekend and Gravel Day details, logistics, and perks

To schedule a Pelotonia staff member to lead your session, please reach out to Carolyn Appelhans at [cappelhans@pelotonia.org](mailto:cappelhans@pelotonia.org).

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# PELOTON LEADERSHIP SPECIFICS

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## Peloton Administrator

We know you're working tirelessly to support your Peloton members, so please consider adding an Administrator, or more, onto your Peloton to help support you! All Captains can assign as many Admins to the Peloton as they'd like, but we encourage you to add no more than three. Captains can add Admins to the Peloton by logging into their account and selecting "Manage". Admins can approve member requests, run Peloton reports, receive donation emails — virtually anything Captains can. Help them help YOU!

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## Peloton Leadership Committee

A leadership committee can play a crucial role in enhancing the impact created by a Peloton! By leveraging its members' diverse skills and networks, a leadership committee can help a Peloton optimize resources, engage more community members, create leadership development opportunities for Peloton members, and most importantly, increase the impact that your team is creating.

We've suggested some roles, including responsibilities, to help you create your own Leadership Committee, but the possibilities are endless! We encourage you to build a leadership committee that fits your Peloton's specific needs. For more information on building your leadership committee, [click here](#).

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## Captain & Administrator Profile Functions

The following list of options and functions appear when logging into your profile under "Manage My Peloton:"

- **Peloton Profile Information** — create a Peloton story, view/export list of all past Peloton donors.
- **Select Peloton Administrator** — select a member or members of the Peloton to support your administrative capabilities. More information above!
- **Peloton Photos** — add a profile and cover photo to show off your team's personality.
- **Current Peloton Member Information** — see all current members' contact information, ride distance and fundraising history.
- **Prior Peloton Member Information** — see all past Peloton members' contact information, ride distance and fundraising progress.
- **Peloton History** — view/export a list of the Peloton's fundraising and participation history.
- **Add/Remove Peloton Member** — add members manually by Public ID.
- **Requests to Join Peloton** — approve/deny Peloton member requests.

For more information and guides on navigating the Peloton page, [click here](#).



# A RIDE. A WEEKEND.

TO MAKE A DIFFERENCE. TO MAKE AN IMPACT.



When an organization has a vision to look out for others and make the world a better place, extraordinary things can happen. At Huntington, we are proud to ride alongside Pelotonia in its mission to fund innovative research with the goal of Ending Cancer.

Together, we're not just dreaming of a cancer-free future—we're actively working to make it a reality. We'll see you the first weekend in August.



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# PELOTON LEADERSHIP SPECIFICS

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## Peloton Leadership Facebook Group

Join our **Peloton Leadership Facebook Group** to start conversations, pose questions, post event happenings, and give your fellow Captains & Admins a virtual pat on the back! We will also post important updates and announcements as they happen throughout the year. This is a private forum, so the information shared will not be made public to anyone outside of the group.

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## Pelotonia Staff Contact List

Please feel free to contact the following staff members for specific questions regarding:

- **General participant questions, Peloton management, recruitment events** — Community Engagement Coordinator, Carolyn Appelhans, [cappelhans@pelotonia.org](mailto:cappelhans@pelotonia.org).
- **Volunteer questions** — Event and Volunteer Operations Coordinator, Maddie Parisi at [mparisi@pelotonia.org](mailto:mparisi@pelotonia.org).
- **Rider registration discount code questions** — Community Engagement Coordinator, Carolyn Appelhans, [cappelhans@pelotonia.org](mailto:cappelhans@pelotonia.org).
- **Donation processing & Matching gift questions** — Gift Processing Manager, Emily Delp at [edelp@pelotonia.org](mailto:edelp@pelotonia.org).
- **Ride safety questions** — Event and Volunteer Operations Coordinator, Maddie Parisi at [mparisi@pelotonia.org](mailto:mparisi@pelotonia.org).
- **Jersey design approval, marketing material approval and usage of all Pelotonia-branded assets** — Digital and Creative Marketing Coordinator Ellie Madison at [emadison@pelotonia.org](mailto:emadison@pelotonia.org).
- **Company sponsorship of Ride Weekend & Pelotonia operations** — Vice President of Community Engagement & Partnerships Eric Olsavsky at [eolsavsky@pelotonia.org](mailto:eolsavsky@pelotonia.org).
- **Yard signs, car Car magnets, etc.** — Community Engagement Coordinator, Carolyn Appelhans, [cappelhans@pelotonia.org](mailto:cappelhans@pelotonia.org).
- Read more about our staff at [pelotonia.org/about/team](https://pelotonia.org/about/team).

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## Peloton Jersey

Many Pelotons design custom jerseys to highlight their organization's support to the 15,000+ participants and supporters who attend Pelotonia weekend, as well as those who will see your Riders training throughout their community year-round. Here you'll find a guide to our preferred jersey vendors, detailing their contact information, pricing, and timelines. You are encouraged to utilize any Pelotonia logos and design assets in your jersey design, as detailed in the Pelotonia Graphic Usage section on page 16.

Please note that we do not provide jerseys to all Riders, aside from those who as a Survivor or a High Roller. Jerseys will be distributed to these groups at Opening Ceremony. Jerseys and other Pelotonia ride gear will also be available for purchase at [shoppelotonia.org](https://shoppelotonia.org) throughout the year.

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# SETTING PELOTON POLICIES

Every Peloton is working toward the same goal, but each one gets there in their own, unique way. Before you begin promoting your Peloton, we encourage you to outline what it means to be a member of this special effort. Please keep in mind that it's not required that your Peloton provides any formal support to your participants, but the options listed below have proven to be great rallying points for our most successful Pelotons.

## → SET MEMBER GUIDELINES

Determine if you'll allow non-employees to join your Peloton. Generally, all Pelotons allow friends and family to join, but some may limit or remove the non-associates' ability to receive fundraising perks.

## → CONSIDER PAYING THE RIDER REGISTRATION FEE

All Riders pay a registration fee to help cover the expenses of Ride Weekend and/or Gravel Day. Fees are set by the following dates and participation:

**Fees are set by the following dates:**

**RIDE WEEKEND: 2/29–5/24:** \$129 → **5/25–7/9:** \$179 → **7/10–8/3:** \$229

**GRAVEL DAY: 2/29–9/21:** \$50

Your company can elect to cover any amount or percentage of this fee to incentivize recruitment. It's up to you to determine how long this discount is active.

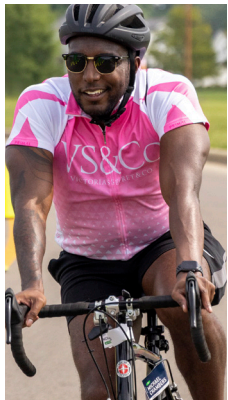
Pelotonia provides your company/Peloton a unique code for your Riders to access the discount, then invoices the company/Peloton in the fall for discounts used. Please contact Carolyn Appelhans at [cappelhans@pelotonia.org](mailto:cappelhans@pelotonia.org) to set up your discount code.

## → CONSIDER OFFERING FUNDRAISING SUPPORT

Electing to donate toward your members' fundraising is one of most generous ways to incentivize participation. However you decide to support, we encourage you to set a policy that incentivizes your Peloton members to personally seek out grassroots donations from their networks. A few models we have seen work successfully:

- Donate a set amount to all members; we recommend no more than \$300.
- Donate a set amount once Riders reach different milestones in their fundraising.  
*Ex. Once they raise 50% donate \$50, raise 100% donate \$100, raise \$500 over commitment donate \$250.*
- Donate to Peloton members who recruit a new Rider to the Peloton.

***Pro tip:** Wait until two weeks prior to the end of the fundraising period to process the company's contributions to individual Riders. This will encourage Riders to continue working toward their full fundraising commitment on their own, rather than stopping their fundraising efforts once they see their minimum commitment has been fulfilled.*



Victoria's Secret & Co. is proud to support Pelotonia in the commitment to advancing innovative cancer research. Our partnership reflects our deep commitment to making a difference in the fight against cancer. By supporting Pelotonia, we contribute to transformative initiatives, fostering hope and progress in the pursuit of a cancer-free future. Together, we empower a community united in strength and resilience.

**VS&Co**  
VICTORIA'S SECRET & CO.

**PELTONIA**

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## SETTING PELOTON POLICIES

### → SET A FUND SHARING POLICY

Our fundraising commitments are meant to challenge participants, but at the same time, we know that they are 100% achievable. Fund sharing was created to help Pelotons fundraise together, then share earned funds appropriately. We encourage you to use it for this purpose and set a policy for the amount of shared funds a Rider can receive, so that no one can take advantage of the funds your members are working so hard to raise.

#### **Core functionality of fund sharing:**

- The fund sharing period will occur over a ten-day period, starting October 8 and ending on October 18. During this time, there are two ways to share funds. First, a Peloton's general funds may be shared among individual Peloton Riders. Second, an individual Peloton member's funds in excess of their fundraising commitment may be distributed another Rider. Please note that a High Roller cannot share funds below \$5,000, nor can they receive funds to get to their \$5,000 commitment. Similarly, Challengers cannot share funds below \$100, nor can they receive funds to get to his/her \$100 commitment.
- Additionally, participants who ride in both Ride Weekend and the Gravel Ride cannot share funds below their set commitment, nor can they receive funds to get to their fundraising commitment.

#### **Policy best practices:**

- Set a maximum percentage of a total fundraising commitment a Rider can receive. We recommend no more than 1/3 to ensure you're spending your time recruiting, stewarding and training Riders who are truly all-in on furthering Pelotonia's mission.
- Set a participation requirement to earn Peloton funds. Some Pelotons who host numerous fundraisers throughout the year make a list of actionable items their Riders can do to support these events. Riders must complete a set number of these items per event if they want to receive funds earned.
- Require any Riders who need shared funds to personally ask the Captain—do not automatically share funds to all Riders who are short of their commitment! We hear from dozens of Riders every year who intended to personally contribute the remainder of their commitment, but they were never charged because funds were shared to their account without their request.

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# PELOTON LEADER CHECK LIST

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## GETTING STARTED

- Register for Pelotonia 2024 as a Rider, Challenger or Volunteer
- Create a discount code if planning on covering the rider registration fee
- Personalize your Peloton profile by updating your Peloton story and picture
- Create a Peloton Leadership Committee and select another member of the Peloton as an Admin
- Put Key 2024 Dates on your calendar so you don't miss a deadline
- Subscribe to Pelotonia emails so you don't miss important information
- Join the Peloton Leadership Facebook Group to help stay up to date
- Bookmark the Peloton Leader Guide for quick access

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## RECRUITMENT/MOTIVATION/ TRAINING

- Set a 2024 fundraising and participation goal to help recruit and motivate members
- Hold a Peloton Kick-off Session with members from Pelotonia
- Plan or attend a training ride(s)
- Educate your members on the Rules of the Road
- Design and order jerseys with one of the Pelotonia Cycling Jersey Vendors

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## RIDE WEEKEND & GRAVEL DAY

- Attend Opening Ceremony on Friday, August 2 — Encourage your Gravel Day Riders to join us!
- Schedule a time for your Peloton team to get your 2024 Pelotonia photo
- Ride, Volunteer, or cheer on your other Peloton members during Ride Weekend (August 3–4)
- Ride, Volunteer, or cheer on your other Peloton members during Gravel Day (September 21)

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## FUNDRAISING

- Plan a Peloton fundraiser
- Set fund sharing policies for the Peloton
- Confirm with all participants if they would like to participate in fund sharing two weeks prior to the start of fund sharing
- Make sure all members have reached their commitment before the fundraising period closes on Tuesday, October 15

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Supporting  
Funding Partner  
of Pelotonia



## We ride to end cancer

Every year we band together to rally around a single goal: ending cancer. Since our first ride, Team Safelite has donated \$1.6 M, pedaled 21,046 miles and helped fuel a decade of people-powered progress. Every year we get closer to a cure. Until then, we'll see you on the road.



PROUD SUPPORTER OF  
**PELTONIA**

**Safelite**  
safelite.com

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# RESOURCES FOR MEMBERS

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## Informational Materials

We've selected a few resources that will help you understand and communicate the key aspects of Pelotonia. These resources are great for answering common questions, recruiting Peloton members, and educating potential donors.

For information on Pelotonia's impact on cancer research:

- [2023 Pelotonia Annual Impact Report](#)
- [Pelotonia Impact page](#)
- [Pelotonia Institute for Immuno-Oncology](#)
- [Your Impact video series](#) — Pelotonia-funded researchers sharing how your fundraising is at work in their labs

For information on Ride Weekend and Gravel Day:

- [Pelotonia FAQ page](#)
- [Ride Weekend Details](#)
- [Gravel Day Details](#)
- [Safety](#) — Learn about rules of the road and other important safety best practices
- [Training Tips](#) — Tips on selecting the best bike and training plan for you

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## Fundraising 101

We'll have a fantastic time together during Ride Weekend, but we must not lose sight of the purpose of Pelotonia: to raise funds for innovative cancer research. Pelotonia participants use so many creative ways to meet their fundraising commitments, but the most effective way of raising funds is simply by sending an email or handwritten note asking for a donation. We have done some of the heavy lifting for participants by pre-scripting a sample fundraising letter. To find this letter, go to our fundraising tips page at [pelotonia.org/community-hub/resources/fundraising](https://www.pelotonia.org/community-hub/resources/fundraising).

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## Donations

From payroll deductions, matching gifts, stock donations, and recurring gifts, there are many ways for your members to receive donations and make donations of their own!

- For information on ways to donate, go to <https://www.pelotonia.org/get-involved/give>
- For donation forms and FAQs, go to <https://www.pelotonia.org/get-involved/give/forms-and-faq>

Questions on donations? Email Emily Delp at [edelp@pelotonia.org](mailto:edelp@pelotonia.org).



# RESOURCES FOR MEMBERS

## Pelotonia Graphic Usage

We're proud of our branding and love to see the green arrow pop up in places around the world! There is no need to try to create your own graphics for your fundraising events, because you have full access to the 2024 Asset Kit. The graphics can be downloaded [here](#). You will be prompted to download a variety of Pelotonia graphics that can be utilized for custom Peloton jerseys, fundraising flyers, and other items you create to promote your Peloton. Brand guidelines are also included to help guide your designs. If you plan to utilize our assets on anything that will be sold or viewed publicly, please send a draft to Ellie Madison at [emadison@pelotonia.org](mailto:emadison@pelotonia.org) for approval before printing.

Please contact Carolyn Appelhans at [cappelhans@pelotonia.org](mailto:cappelhans@pelotonia.org) to talk through any questions you have about the items mentioned above or leading your Peloton to success in 2024!

**At Barbasol, we know the importance of cancer research.**

*For each Pelotonia rider and volunteer, for each doctor, researcher, nurse, and technician that fuels new therapies, new breakthroughs, new treatments – we applaud each one of you.*

*You are the very reason we are proud to be a sponsor of Pelotonia. It is with your dedication that together we can **END CANCER.***



Available this summer at Ohio retailers



**For more than 15 years,**

Cardinal Health and its employees have proudly supported Pelotonia in pursuit of one goal — ending cancer.

**Thank you all for your continued dedication.**



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Lit. No. 5CR24-2778344 (02/2024)

# Proud to support Pelotonia

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Visit us at [diamond-hill.com](http://diamond-hill.com)

## DIAMOND HILL

INVESTED IN THE LONG RUN



# Say hello to a company that cares

We make it a priority to help the communities where our associates, members and partners live and work. That's why Nationwide is proud to support Pelotonia.

Learn more at: [nationwide.com/corporatecitizenship](http://nationwide.com/corporatecitizenship)



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Vitamins & Supplements



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## PELOTONIA.ORG



[pharmavite.com](http://pharmavite.com)