



PELOTONIA[®]

PELTON
LEADERSHIP
GUIDE

PELOTON LEADERSHIP GUIDE

Thank you for stepping up to lead your Peloton in 2025! 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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The power to become the best version
of ourselves is in all of our hands.

aep.com/community

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ELECTRIC
POWER
FOUNDATION™**



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as a Major Funding Partner

GENERAL INFORMATION

Key 2025 Dates

March 5	→ Registration open for Ride Weekend, Gravel Day, Challengers and Volunteers
May 22	→ Ride Weekend Registration Fee increases to \$184
July 9	→ Last day to withdraw or decrease route distance for Ride Weekend, or remove High Roller status
July 10	→ Ride Weekend Rider Registration Fee increases to \$234
July 29	→ Volunteers can no longer change or remove activity for Ride Weekend
August 1	→ Opening Ceremony
August 1	→ Last day to add or change Peloton members
August 2-3	→ Ride Weekend
September 4	→ Last day to withdraw or decrease route distance for Gravel Day
October 4	→ Gravel Day
October 16-22	→ Fund Sharing
October 15	→ Fundraising Closes
November 2025	→ Impact Celebration

*Details will be announced on to-be-determined dates in the future at pelotonia.org.

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 2025, go to 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:

Peloton
T. Marzetti
CAPTAIN LAURI MARTIN

DONATE

3 Years

Ride Year 2024 Fundraising Progress
\$3,100 \$25,200 goal

\$3,100

Raised for cancer research

\$60,027 all-time raised

\$1,900

TOTAL RAISED BY MEMBERS

\$1,200

GENERAL PELOTON FUNDS

Peloton Members

SEE ALL

TOTAL - 18	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 ✓

PELOTON LEADERSHIP GUIDE

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A man and a woman are smiling and wearing athletic gear. The man is wearing a black headband, sunglasses, and a blue and white striped athletic jacket with a bright green medal ribbon. The woman is wearing a similar blue and white striped athletic jacket with a bright green medal ribbon. They are both wearing medals. The background is a blurred outdoor setting with a brick building and greenery.

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

PELOTONIA
Bath & Body Works

bbwinc.com/community-engagement

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

PELOTON LEADERSHIP SPECIFICS

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.

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 \$309 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.

PELOTON LEADERSHIP SPECIFICS

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!

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](#).

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.

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.



 **Huntington**

PELTON LEADERSHIP SPECIFICS

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.

Pelotonia Staff Contact List

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

- ➔ **General participant questions, Peloton management, recruitment events** — Director, Community Engagement — Carolyn Appelhans cappelhans@pelotonia.org.
- ➔ **Volunteer questions** — Event and Volunteer Operations Coordinator, Maddie Parisi at mparisi@pelotonia.org.
- ➔ **Rider registration discount code questions** — Community Engagement Coordinator, Hanah Rose at hrose@pelotonia.org.
- ➔ **Donation processing & Matching gift questions** — Gift Processing Manager, Emily Delp at edelp@pelotonia.org.
- ➔ **Ride safety questions** — Event and Volunteer Operations Coordinator, Maddie Parisi at mparisi@pelotonia.org.
- ➔ **Jersey design approval, marketing material approval and usage of all Pelotonia-branded assets** Marketing & Communications Director Katie Wilson at kwilson@pelotonia.org.
- ➔ **Company sponsorship of Ride Weekend & Pelotonia operations** — Vice President of Community Engagement & Partnerships Eric Olsavsky at eolsavsky@pelotonia.org.
- ➔ **Yard signs, Car magnets, etc.** — Director, Community Engagement — Carolyn Appelhans, cappelhans@pelotonia.org.
- ➔ **Pelotonia Kids questions** - Gift Processing Coordinator — Grace Jenkins at gjenkins@pelotonia.org
- ➔ Read more about our staff at pelotonia.org/about/team.

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 throughout the year.

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: 2/29-5/22: \$134 **5/23-7/9:** \$184 **7/10-8/3:** \$234

GRAVEL DAY: 2/29-10/4 \$59

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 Hannah Rose at hrose@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.

PELOTONIA

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:

- Fund Sharing will take place from Thursday, October 16, and close on Wednesday, October 22. 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.

PELOTON LEADER CHECK LIST

GETTING STARTED

- ☐ Register for Pelotonia 2025 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 2025 Dates on your calendar so you don't miss 2025a 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

RECRUITMENT/MOTIVATION/TRAINING

- ☐ Set a 2025 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

RIDE WEEKEND & GRAVEL DAY

- ☐ Attend Opening Ceremony on Friday, August 1— Encourage your Gravel Day Riders to join us!
- ☐ Schedule a time for your Peloton team to get your 2025 Pelotonia photo
- ☐ Ride, Volunteer, or cheer on your other Peloton members during Ride Weekend (August 2-3)
- ☐ Ride, Run/Hike, Volunteer, or cheer on your other Peloton members during Gravel Day (October 4)

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 Wednesday, October 15

Proud
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 \$2.1 M, pedaled **23,846** 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.

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safe.lite.com



RESOURCES FOR MEMBERS

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:

- [2024 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

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).

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.

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 2025 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 Katie Wilson at kwilson@pelotonia.org for approval before printing.

Please contact Carolyn Appelhans at cappelhans@pelotonia.org to talk through any questions you have about the items mentioned above or leading your Peloton to success in 2025!

**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.*



**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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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

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Makers of Nature Made
Vitamins & Supplements



Job Openings

Help us live our purpose to bring the gift of health to life! We are now hiring for our new production facility in New Albany.

Scan the QR code to see openings.



pharmavite.com



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