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PMC

FUNDRAISING
GUIDE



CLOSER BY THE MILE

WELCOME TO THE PAN-MASS CHALLENGE

AUGUST 2-3, 2025



COMMITTED

When you register for the Pan-Mass Challenge, you sign up for a fundraising mission first, and a bike ride second. Whether you're brand new to the PMC or have been riding for decades, this guide will assist in achieving your fundraising goals.

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THE PMC MISSION

Our impact on Dana-Farber Cancer Institute
and where the money goes

What sets the PMC apart from other peer-to-peer fundraisers is our 100 percent passthrough of every rider-raised dollar to Dana-Farber Cancer Institute.

While fundraising for your PMC ride, tell your donors how the PMC's annual gift is used by sharing the impact chart showing the PMC's 2024 \$75 million gift to Dana-Farber.

The PMC gift is made up of funds from the Pan-Mass Challenge, PMC Winter Cycle, PMC Unpaved, and PMC Kids Rides. These “spokes in the wheel” help the PMC grow its annual gift and progress cancer research and treatment.

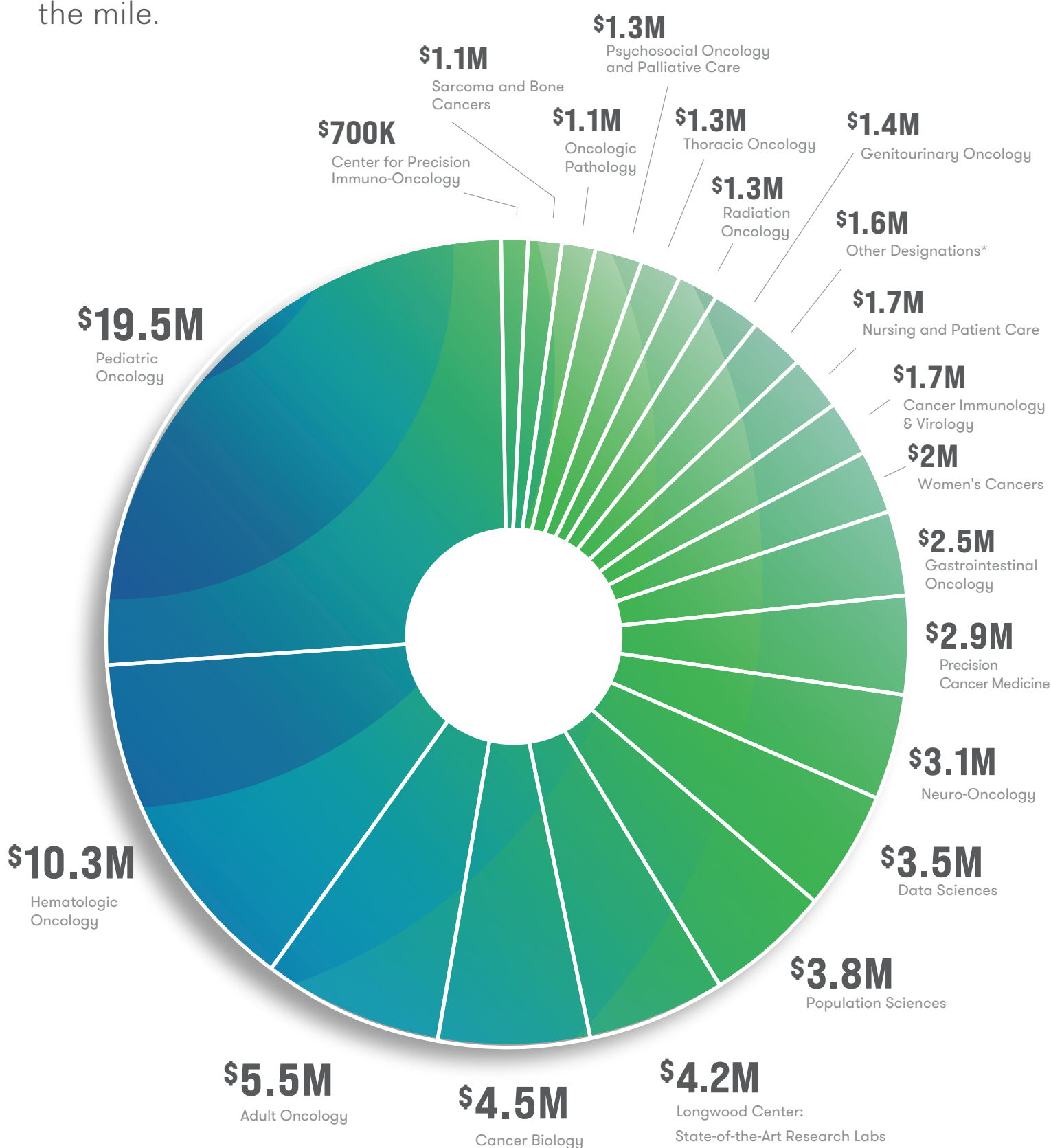




\$75 MILLION IN 2024 PAN-MASS CHALLENGE IMPACT

The Pan-Mass Challenge raises funds for Dana-Farber Cancer Institute and the Jimmy Fund's lifesaving mission to conquer cancer. In 2024, committed riders, donors, sponsors, and volunteers joined together to contribute \$75 million, which is 66% of the Jimmy Fund annual revenue.

This chart depicts rider-designated and unrestricted funds raised, and shows how Dana-Farber allocates them to bring us closer by the mile.



* including Cutaneous Oncology, Head and Neck Oncology, Joint Ventures, Imaging, and the Zakim Center



WAYS TO GIVE

Many donations to the Pan-Mass Challenge are made online via credit card, Apple Pay, or Google Pay or by check, but there are many other ways your supporters can give!

DONOR ADVISED FUNDS (DAFS)

DAFS ARE THE FASTEST GROWING WAY TO GIVE TO THE PMC.

Your donors can easily give to your fundraising through their DAF in just three clicks using the DAFpay™ button on your Profile or Donation Page. DAFpay™ by Chariot is integrated with Fidelity, Schwab, Vanguard, and 1,000+ other providers.

DAF pay



STOCK DONATIONS

When donors give appreciated securities, both the gift amount and charitable deduction are the fair market value of the stock and there is no capital gains tax. Find the stock transfer instructions at pmc.org/ways-to-give/stock-donations.

IRA-QCD

Your donors can make a tax-free gift to the PMC directly from their IRA as a Qualified Charitable Distribution (QCD). Learn more at pmc.org/ways-to-give/ira-donations

VENMO

Donors can give by Venmo on your profile or donation page.

FACEBOOK & INSTAGRAM

Donors can give through your integrated social media fundraisers! See pages 13 & 14 for more information.





MATCHING GIFTS

YOUR DONORS CAN DOUBLE THEIR DONATION!

Many employers match their employees' charitable contributions or volunteer hours.. Guide all of your donors to our matching gift page to find out if their company has a matching gift program! Donors can complete their company's online process at pmc.org/ways-to-give/matching-gifts



THREE THINGS TO KEEP IN MIND ABOUT MATCHING GIFTS:

1. Be sure your donors include your name or PMC ID in the note field on their company match request. With this information, we can be sure that you receive credit for the match.

2. Remind your donors to complete their match requests using the same name they used for their PMC donation.

3. It can take up to three months for the PMC to receive the matching information from the company; patience is key here.

Questions? Email [Jessica Otto Guay](mailto:Jessica.Otto.Guay@pmc.org).

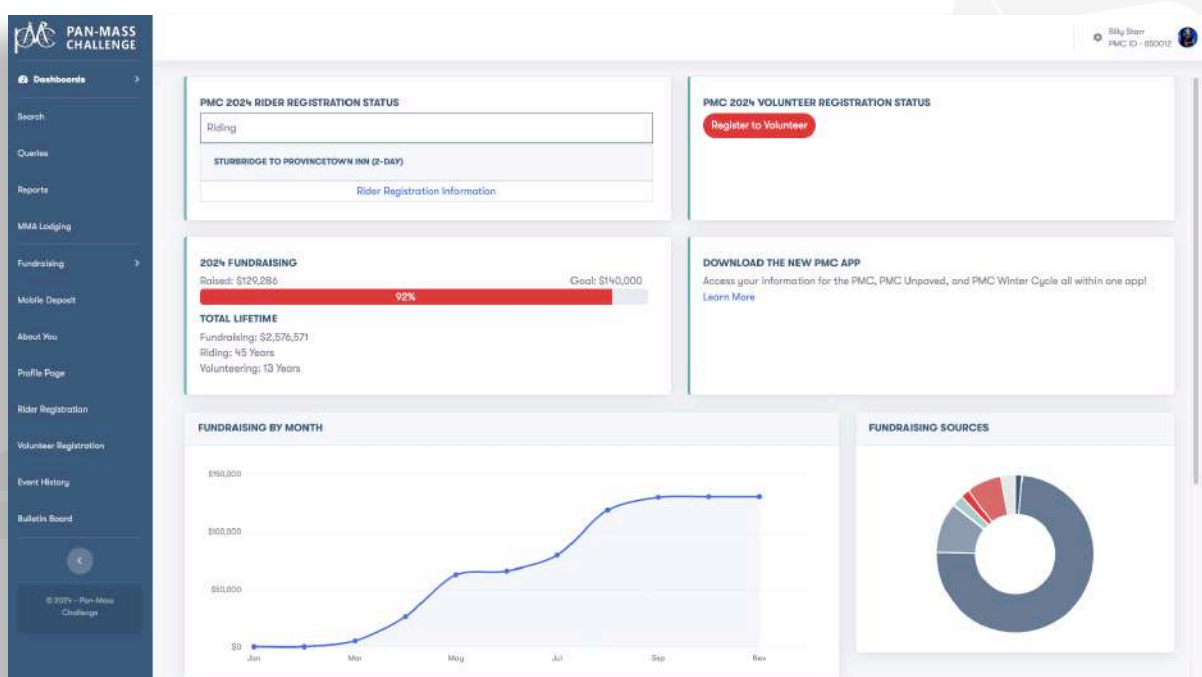


YOUR DASHBOARD

Your PMC Dashboard contains all of your PMC info and resources.

LOG IN TO YOUR PMC DASHBOARD TO:

- ⚙️ Track your fundraising progress
- ⚙️ Personalize your PMC Profile Page
- ⚙️ Use email templates to solicit & thank your donors
- ⚙️ Personalize emails
- ⚙️ Use the Contact Manager
- ⚙️ Import Contacts
- ⚙️ Merge Contacts
- ⚙️ Create a Facebook Fundraiser
- ⚙️ Find your unique PMC ID & Venmo link
- ⚙️ View and manage your rider and/or volunteer registration
- ⚙️ Update your contact info

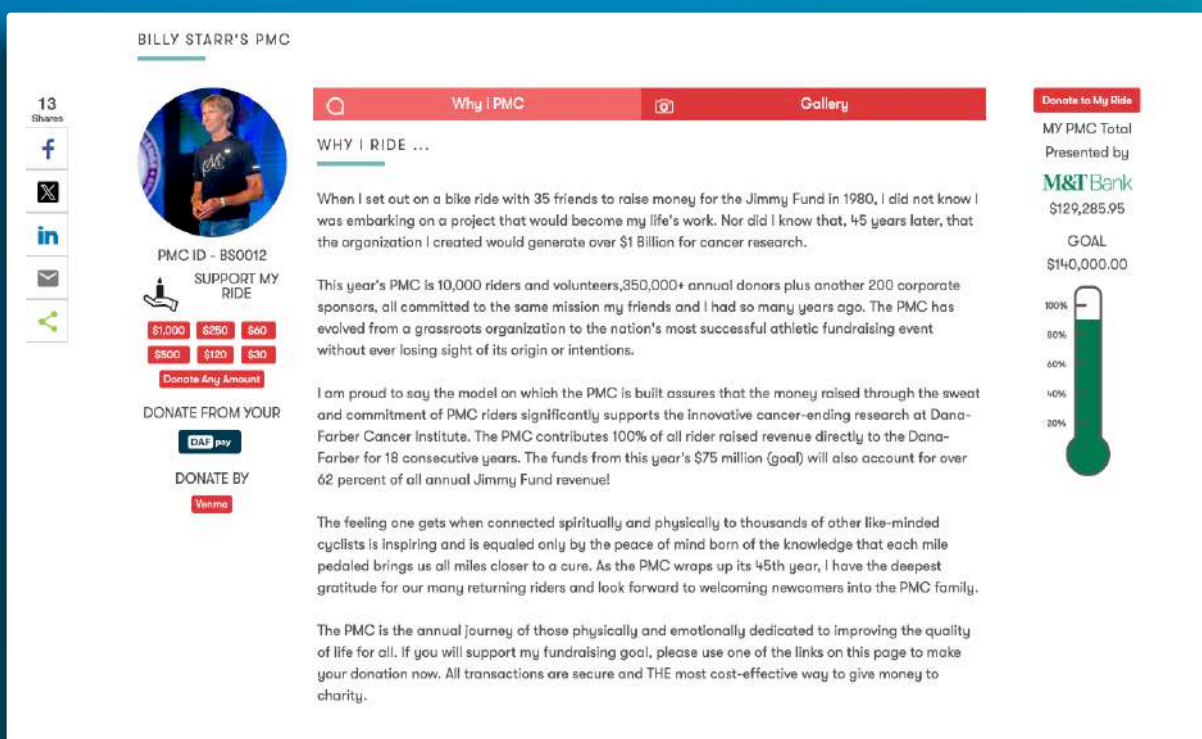


If you participate in the PMC Winter Cycle or PMC Unpaved as well as the PMC, you can switch between your events by clicking “Dashboards” once you're logged in.



YOUR PROFILE PAGE

A great profile page is the foundation of your fundraising campaign. It contains three important components, your “Why I PMC” story, photo and fundraising goal.



TELL YOUR STORY: Why are you participating in the Pan-Mass Challenge and raising money for Dana-Farber Cancer Institute? Are you riding in honor or memory of someone? Are you Living Proof? Tell prospective donors why they should support you in this journey.

If you are Living Proof (undergoing cancer treatment or previously treated), or are riding in honor of or in memory of someone, you can choose to display those icons.

ADD A PHOTO: Your photo should represent why you PMC, such as you on a bike or with someone you ride for.

SET A GOAL: Your fundraising goal will be pre-populated with your minimum, but aim high! You can adjust your goal at any time, so if you surpass it, you can set a new one.

➔ *2025 Heavy Hitter level: \$11,000, Top 10% level: \$17,000*

SHARE YOUR TRAINING EFFORTS: Connect Strava to your PMC Profile Page Training tab. Learn how to integrate Strava with your PMC Profile Page at pmc.org/strava.

PMC MOBILE APP

DOWNLOAD THE PMC APP TO:

- Switch between events (PMC, PMC Winter Cycle, and PMC Unpaved) all from one app!
- Use mobile deposit:
 - Fastest way to deposit fundraising checks.
 - Automatically generate an email receipt for your donors by entering their email address when you deposit their check.
- Track fundraising and thank donors
- Access your PMC Dashboard
- Import contacts from your phone
- Launch your Facebook Fundraiser



MAILING FUNDRAISING CHECKS

ONLY MAIL CHECKS REQUIRING SPECIAL ATTENTION TO THE PMC OFFICE

- Checks with matching gift forms
- Checks in honor or in memory of an individual requesting a tribute letter
- Checks to be split among two or more riders

FORMAT FOR MAILING CHECKS

Your name and PMC ID*
PMC
77 4th Avenue
Needham, MA 02494

**To find your PMC ID, click on the PMC logo on the upper right corner of your PMC Dashboard, then click Account.*



YOUR EMAIL CAMPAIGN

Emails and letters are great ways to ask for support.

CRAFT YOUR MESSAGE

To be a successful PMC fundraiser, **send your emails or letters several times**: when you register, when you start training, just before or after PMC weekend, and before the October 1 fundraising minimum deadline.

Consider starting with PMC email templates, found in your Dashboard, and be sure to personalize the message.

INCLUDE THESE KEY ELEMENTS:

GRAB ATTENTION

Use a powerful subject line to pull your donor in.

TELL YOUR STORY

Just like your PMC Profile Page, tell your supporters why you PMC:



Do you ride in honor or memory of a family member or friends?



Are you PMC Living Proof?



What does the PMC mean to you?



Do you have a funny or heartwarming story from a past PMC or other PMC event?



TELL HOW YOU'LL PMC

How will you participate in PMC 2025? Are you riding a supported route on PMC weekend or a Reimagined ride on your own? Are you riding with a team, friends, or family? Are you a Virtual Rider? What will your 2025 PMC look like?

SHARE GOALS AND PROGRESS

Share your fundraising goal and progress. Aim high! In 2025, the PMC Heavy Hitter level is \$11,000. Challenge yourself as you set your own goal.

100% PASSTHROUGH

100 percent of every rider-raised dollar goes to Dana-Farber Cancer Institute. Make sure your donors know the impact that their donation will have.

TOP TIER CANCER CENTER

Dana-Farber has been recognized as one of the top three cancer centers in the world and has contributed to more than half of all FDA approved cancer drugs over the past 5 years. When donors contribute to your ride, they are funding the leading edge of cancer treatment and cures.



DEVELOP YOUR CONTACT LIST

In your PMC Dashboard, click Contacts under Fundraising, or use the new PMC App to upload contacts. Check out the tutorials:

IMPORT CONTACTS
MERGE CONTACTS

Make sure to follow up after your initial ask. Sometimes people are busy and appreciate a friendly reminder.



FACEBOOK FUNDRAISERS

Broaden your reach by launching a Facebook Fundraiser that is integrated with your PMC fundraising. Share your PMC story and invite your Facebook friends to support your fundraising.

HOW TO CREATE YOUR FACEBOOK FUNDRAISER

- 1 Log into your PMC Dashboard.
- 2 Review, and if needed, update your PMC Profile Page (*click Profile Page in the left hand menu to edit your page*). Your Facebook Fundraiser displays your PMC Profile Page information as well as your total 2025 fundraising.
- 3 Click Fundraising (also in the left hand menu) and then click Facebook Fundraiser.
- 4 Click Create.
- 5 Click Continue with Facebook and log into your Facebook account, if you're not already logged in. You must give Facebook permission to manage your Fundraiser; if you decline, your fundraiser will not be created.
- 6 Once logged into Facebook, click Create Fundraiser again.
- 7 View your Facebook Fundraiser and, if needed, make edits or change your photo.
- 8 Invite your Facebook Friends to your Fundraiser.
- 9 Every few weeks (if not more often), post an update about your training, your fundraising progress, or the countdown to the PMC. Use photos and videos to increase engagement.

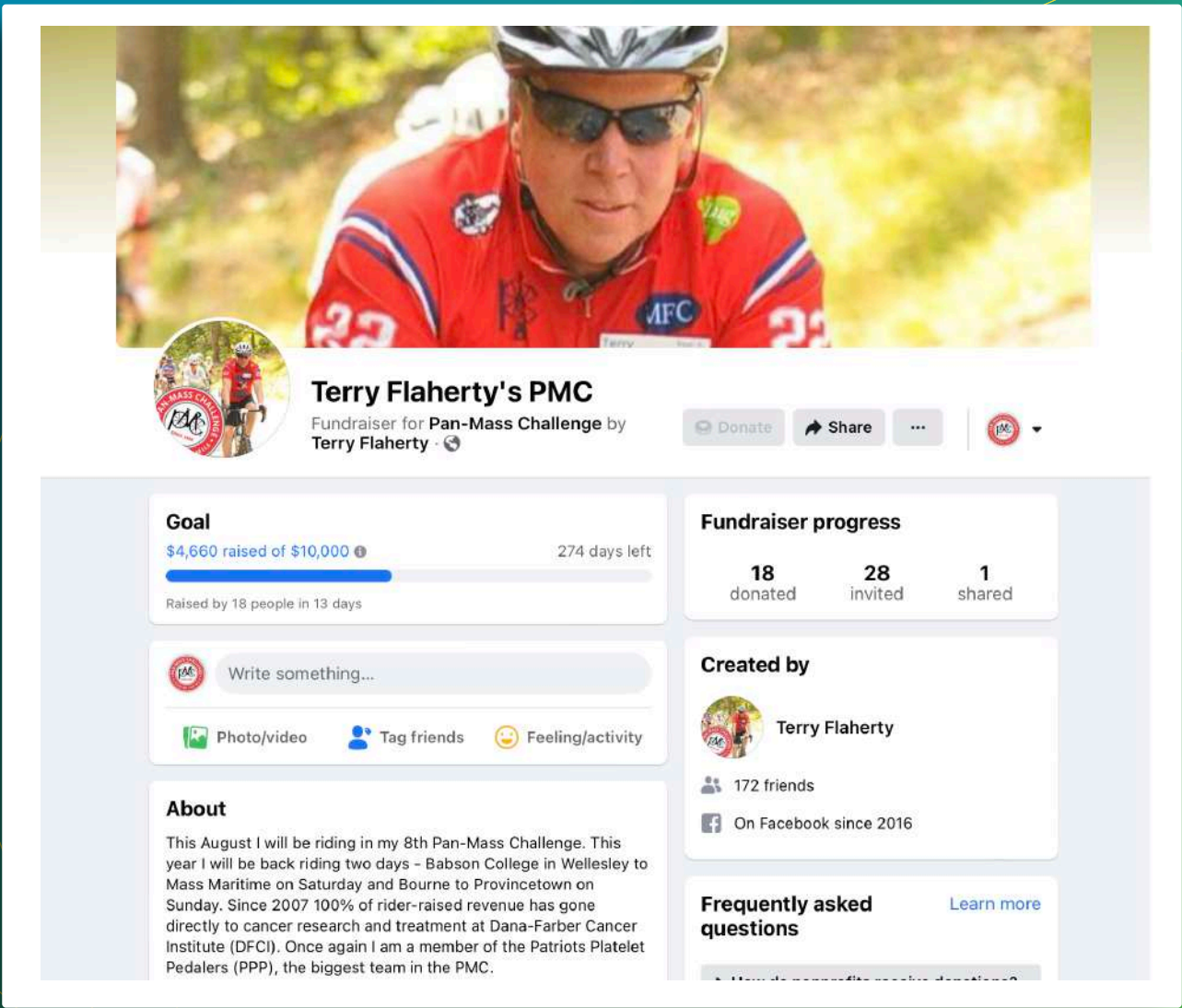
FACEBOOK DONATIONS

The amount and name for each Facebook donation will appear on your Facebook Fundraiser immediately.

Your Facebook (and Instagram) donations will appear on your PMC Dashboard in 2-4 business days.

Facebook and Instagram donations are sent to the PMC through PayPal Giving Fund which charges a processing fee (49 cents +1.99% per transaction). Therefore, the “donation” amount shown on your Facebook Fundraiser is inflated by roughly 3% as it includes this fee. The PMC receives only the net amount (after PayPal Giving Fund deducts their fees).

The donation amount on your Dashboard will reflect the actual amount received by the PMC.





INSTAGRAM

INSTAGRAM FUNDRAISERS

If you create an Instagram fundraiser, let us know!

Instagram fundraisers are not directly integrated with PMC fundraising, so we need to manually apply your Instagram donations to your fundraising.

To get credit for donations, please create/edit your Fundraiser Title to include your Rider ID:

1. Navigate to your Instagram bio
2. Click on your fundraiser
3. Click the menu (3 dots at the top)
4. Click Edit fundraiser
5. Click on the Fundraiser Title (Pan-Mass Challenge) and add your rider ID (ex: Pan-Mass Challenge BS0012)

Please note that Instagram donations will not appear on your Dashboard for 7-10 days from donation date.

SOCIAL MEDIA

ADD YOUR PMC PROFILE PAGE LINK TO YOUR SOCIAL MEDIA BIOS:

Find your profile page link through your PMC Dashboard and post it in in all your social bios, email signature, etc.

TAG US & FIND US ON



/panmasschallenge



@panmass



linkedin.com/company/pan-mass-challenge



@panmass



@panmass



strava.com/clubs/panmasschallenge



@panmass1980

IN YOUR POSTS, USE:

#PMC2025

#CLOSERBYTHEMILE

THANK YOUR DONORS

Make sure to thank your donors once they give!

Try one of these four ways to thank them:

1. FROM THE DONATIONS VIEW OF YOUR DASHBOARD

If the donor provided an email address, you can click Thank Now next to their donation to open an email to them.

2. VIA EMAIL TEMPLATES IN YOUR PMC DASHBOARD

Select the Thank You template (or another template to customize), select the contacts who have donated to you, and personalize the message to each of your donors.

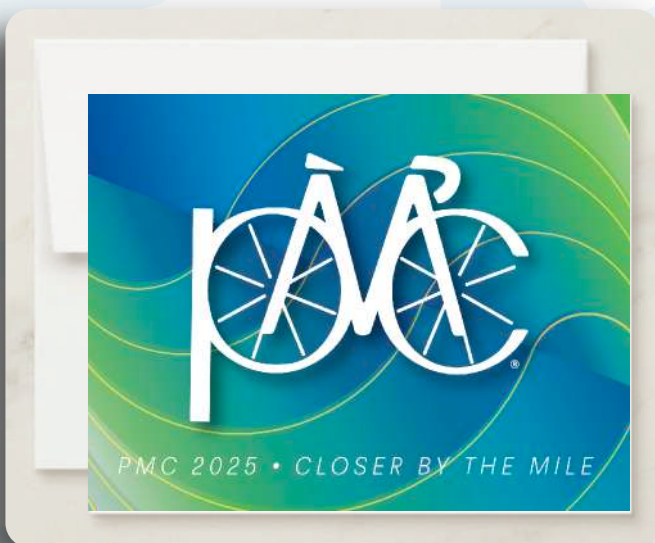
3. ON FACEBOOK

Facebook does not provide the donor's email address to the PMC so the best way to thank a Facebook donor is to thank them directly on Facebook! An additional benefit of thanking donors publicly is that it encourages others to donate to you as well.



4. WITH A HANDWRITTEN NOTE ON A PMC NOTE CARD

PMC note cards can be picked up at PMC HQ or are available at store.pmc.org* starting in March.



**The cost of PMC note cards covers the price of shipping. There is no charge for the actual card.*



FUNDRAISING DOS

DO START FUNDRAISING AS SOON AS YOU REGISTER TO RIDE.

The earlier you start fundraising, the more success you will have.

DO USE PMC FUNDRAISING TOOLS, including PMC Profile and Donation pages.

When a donation is made directly through the PMC's website, your fundraising total is instantly updated, the donor receives a tax acknowledgment, you receive the donor's contact information (and personal note if they choose to leave one), and you can quickly thank them.

DO SET UP A FACEBOOK FUNDRAISER THROUGH YOUR PMC DASHBOARD.

When you launch your Facebook Fundraiser from your PMC account, it is fully integrated into your fundraising.

DO TELL YOUR DONORS HOW TO MAKE OUT THEIR CHECKS.

The PMC accepts checks made out to the Pan-Mass Challenge, PMC, The Jimmy Fund and/or Dana-Farber Cancer Institute. If a donor makes out a check to you, endorse and sign it over to the PMC.

DO USE MOBILE DEPOSIT IN THE PMC APP TO DEPOSIT YOUR FUNDRAISING CHECKS.

This is the fastest way to deposit your checks. Download the PMC App (available for iOS and Android) and follow the prompts in the mobile deposit process. Only send checks to the office if they need special attention.

DO ASK YOUR COMMUNITY FOR SUPPORT MORE THAN ONCE

Ask for donations when you register, when you start training, just before or after PMC, and before the fundraising deadline.



FUNDRAISING DON'TS

DON'T WAIT UNTIL PMC WEEKEND TO START YOUR FUNDRAISING CAMPAIGN.

Instead, ask several times: when you register, when you start training, around the time of the PMC, and before the fundraising deadline.

DON'T USE THIRD-PARTY DONATION PLATFORMS.

Third-party donation platforms such as GoFundMe, Network for Good, and others don't include rider names or IDs, making it much harder to credit you for your fundraising. They may also charge fees to use their services, can take longer for funds to be directed to your PMC, and do not transmit donor information. The PMC will not be able to provide tax receipts for these donations and your donor contacts will be incomplete.

DON'T SET UP A FUNDRAISER DIRECTLY ON FACEBOOK.

Donations from these Facebook Fundraisers (not created from your Dashboard) come to the PMC as generic payments, are not automatically applied to your fundraising, and do not include a rider name or ID.

DON'T MAIL CASH.

The PMC cannot accept cash donations. If a donor gives you cash, please make an online donation to your fundraising in their name or mail a check to the PMC office with a note containing the donor's information.

DON'T BRING CHECKS TO PMC WEEKEND.

The PMC is not able to accept or process any checks on PMC weekend.

DON'T BE ONE AND DONE.

Give your donors more than one opportunity to support your PMC fundraising.

TEAM FUNDRAISING

RIDE THE PMC WITH A TEAM!

There are many reasons riders come together as a team to ride and fundraise: in honor or in memory of someone, to fund a specific type of cancer research, to bring colleagues together around a mission, or a myriad of other motivations. Teams can be made up of family members, friends, and/or colleagues. Nearly 75 percent of PMC riders are on teams!


INFORMATION NEEDED TO SET UP A NEW TEAM

First and Last Name

Email Address

Proposed Team Name






Please indicate if this team already exists for the PMC Winter Cycle or PMC Unpaved. The individual creating the team will be designated as the team captain unless otherwise specified. Learn more at pmc.org/riders/register/teams




Search for a Rider or Team Craig Bunnell Log out

TEAM 9'S PMC

31 Shares





PMC ID - TN0022
PMC ID - TN0022
SUPPORT OUR RIDE

\$1,000

\$250

\$60

\$500

\$120

\$30

Donate Any Amount

DONATE FROM YOUR

Why I PMC

Gallery


WHY WE RIDE ...

The Red Sox Team 9 Family, made up of employees, friends and family of the Boston Red Sox, will join over 4,000 cyclists from around the country on Aug. 5 and 6, when they ride 192 miles in the Pan-Massachusetts Challenge. The PMC has established a \$40 million goal for cancer research and treatment at Dana-Farber Cancer Institute, and the Jimmy Fund. You can help the Boston Red Sox Team 9 in their effort to raise \$300,000 by making a credit card donation by clicking the eGift button on this page. The PMC is the Jimmy Fund's largest contributor, responsible for generating 46 percent of its annual revenue. The annual cycling event raises and contributes more money to charity than any athletic fundraising event in the nation. Team 9 was named in honor of the baseball hero Ted Williams who was almost as famous for his commitment to the Jimmy Fund as he was as a hitter. Until his final days, Williams maintained close relationships with children being treated for cancer at the Jimmy Fund Clinic. Supporting the Jimmy Fund is very important to the Boston Red Sox. The PMC is an efficient and inspiring way to raise crucial funds for cancer research. We are happy our team is riding in the event. Since Team 9 was formed in 2003, they have raised over \$8.4 million for PMC.

Team Members

Team 9	\$0.00
Christine Aziz	\$0.00
Johnathon Birs	\$0.00

Donate to Our Ride

OUR PMC Total
Presented by

\$9,814.55
GOAL
\$300,000.00

100%

80%

60%

40%

20%

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HOW TO FUNDRAISE AS A TEAM

- ⊗ Each team member must register individually and is responsible for their own fundraising minimum.
- ⊗ There is no additional cost or fundraising commitment to ride as a team.
- ⊗ The team captain may add registered riders to the team. Team captains may access team tools through their personal PMC Dashboard.
- ⊗ Each team has a team profile page that enables the team to fundraise as a collective.
- ⊗ The team captain may transfer funds to individual team members to support their individual fundraising.

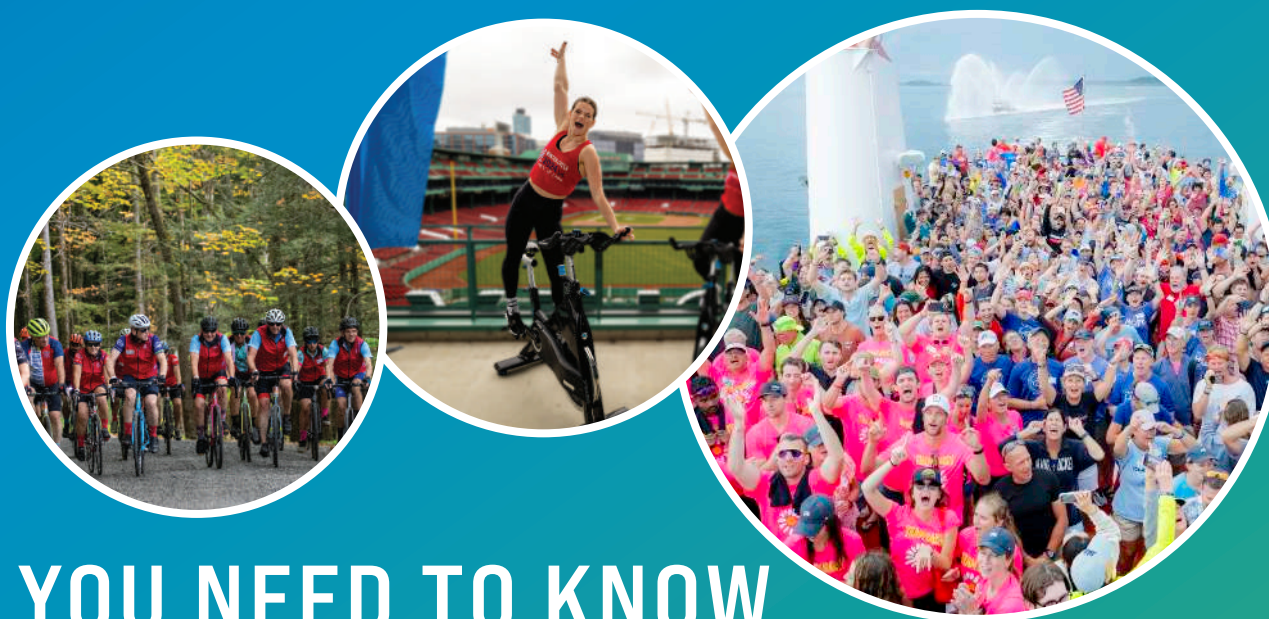
PMC UNPAVED & PMC WINTER CYCLE TEAMS

If you ride the PMC with a team, you may ride the PMC Winter Cycle or PMC Unpaved with that same team. Riders can only be on one team each year; at this time, they cannot be on a different team for the PMC, PMC Winter Cycle or PMC Unpaved. Please note:

- ⊗ A PMC Winter Cycle or PMC Unpaved team must match that of the PMC team for fundraising in these “spoke” events to be counted toward the team total.
- ⊗ PMC Winter Cycle and PMC Unpaved funds count toward a PMC team becoming a PMC Heavy Hitter team.
- ⊗ Learn more about team criteria at pmc.org/riders/register/teams.

FUNDRAISING FOR MULTIPLE PMC EVENTS

You may be one of the committed riders who is participating not only in the PMC, but PMC Winter Cycle and/or PMC Unpaved as well. You can fundraise using your PMC account, or these other two accounts, or a combination!



WHAT YOU NEED TO KNOW

- 100 percent of every rider-raised dollar from each event (PMC, PMC Winter Cycle, PMC Unpaved, and PMC Kids Rides) goes to cancer research and treatment at Dana-Farber Cancer Institute.
- Your PMC ID (ex. BS0012) is the same across the following events: the PMC, PMC Winter Cycle, and PMC Unpaved.
- You must meet your fundraising minimum for each event by the fundraising minimum deadline and have those funds in your account. For example, if you ride a 2025 PMC weekend two-day route (\$6,000 minimum) and two PMC Winter Cycle sessions (\$800 total minimum, \$400 per session), you must have at least \$6,000 in your PMC account and \$800 in your PMC Winter Cycle account.



PMC Winter Cycle fundraising minimum deadline: April 1, 2025

PMC weekend fundraising minimum deadline: October 1, 2025

PMC Unpaved fundraising minimum deadline: November 1, 2025

- ⚙️ You may transfer funds between events. To request a transfer, please email panmass@pmc.org to request the Event Transfer form.
- ⚙️ A PMC Heavy Hitter is a participant who achieves Heavy Hitter level (\$11,000) in any one event, whether PMC, Winter Cycle, or Unpaved. A PMC Top 10% Heavy Hitter is a participant who raises \$17,000 in any one event.
- ⚙️ If you want to reach the PMC Heavy Hitter level and PMC Winter Cycle Pacesetter level, you must have the appropriate funds in each account:

2025 PMC Heavy Hitter level: \$11,000

2025 PMC Winter Cycle Pacesetter level: \$1,200

This same idea applies to the PMC Unpaved Summit Fundraiser level as well. The 2025 PMC Unpaved fundraising minimum and Summit Fundraiser level have not yet been determined.



Please note that registration for the 2025 PMC Unpaved is not yet open. 2025 PMC Winter Cycle registration opened in October 2024.



KEY FUNDRAISING DATES

OCTOBER 1

FUNDRAISING MINIMUM DEADLINE

Fundraising may continue through the end of the year, but each PMC rider's fundraising minimum commitment is due October 1. The remaining balance will be charged to the rider's credit card on file.

NOVEMBER 1

LISTS ARE PULLED FOR THE PMC YEARBOOK

The fundraising totals as of November 1 will be used in the 2025 PMC Yearbook. The 2025 PMC Heavy Hitter level is \$11,000 and Top 10% level is \$17,000. Donors giving over \$5,000 will be listed in the PMC Yearbook.

DECEMBER 31

PMC FISCAL YEAR END

All donations received through December 31, 2025 are recorded in 2025 fundraising. However, riders may request to move donations made between November 2 and December 31, 2025 to their 2026 PMC fundraising. Once the donation is received, email panmass@pmc.org to request the Event Transfer form to move to 2026.



CONTACT THE PMC

Reach out to the PMC any time you have questions!

PMC
77 4th Avenue
Needham, MA 02494
panmass@pmc.org
800-WE-CYCLE

The PMC is co-presented by:



RED SOX
FOUNDATION

M&T Bank