

# Pink Ribbon Riders

## Welcome to the 2025 Snow Run Tour

Hello and welcome to the Snow Run family!

We are excited to have you participating in the 2025 Snow Run Tour to support the mission of the Pink Ribbon Riders. We cannot wait for the fun you are going to have. Come as an adult and have kid fun!

Get your decorated bra's ready... Do you have a theme for your bra? Winner will receive a \$100 valued gift or cash! How about your outfit for the night? Help us make the photos from the day unique and dress to impress.. maybe its vintage snowmobiler? Maybe its superhero or pull out the tuxedo?

Let's have fun together and make smiles! Best dressed will receive a prize too!

There have been many additions or changes in the event this year. If you have attended in the past, please look over the event page. If you are new this year, we can not wait to meet you. We lowered the price of the event from \$100 to \$120 because you asked us to. So we need to ask you to help us make up that difference by raising that \$20 to bridge the gap. As we did not want to take things away from the event. In stead we have added more that you receive.

We are helping to supply the fundraising tools for you. Please read the letter below with that information, and reach out to us as we are here to help!

Don't forget to let us know ahead of time if you are snowmobiling if you would like a trail leader. This is first come first serve as they are volunteers and we will provide if we have them.

Another impotant detail, if you have friends yet to signup please tell them to do so as t-shirts are for online registrations only. And the early the better we can plan for.

### **Ok, things to know about the funds to give to patients and how we can make it possible together:**

Raising pledges is really important, the only way the event can grow is by the money that is brought in prior and not all from your pocket the night of. We have created and supplied ways for you to fundraise that are easy and supplied the tools to do so.

**Can you put up PIN UPS at a local business?** They collect donations and put a PIN UP up! This also helps advertise the event to others and the mission of giving. You collect the donations from the business and put that towards your pledges raised!

**Participant Baskets-** We supply a letter for you to take to local businesses by you. They donate item(s) that you create or they create into a themed basket. All participants will vote on the best basket of the event and that participant will win a great prize! And the basket will raise money for the event. WIN .. WIN for all!

**Donation Jars/ Donation from a local business-** Can you ask a local business that you support to put out a donation jar or make a donation? Even if this is \$15, it is more that goes to the cause and again not from your pocket.

**FACEBOOK GROUP for you:** We invite you to join our GROUP Facebook page called: 2025 Snow Run Tour Participants page on our Pink Ribbon Riders page. We will share ideas, information, announcements and pictures with you.

**Online Fundraising:** Don't forget when you signed up for FREE... to go to the email that was sent to you. ( Don't forget to check your spam folder)

The online fundraising page is awesome..... Its fast, simple and easy tool for you to set up a personalized page that you can send out by social media or email. Automatically it will provide a receipt to your donors! And it keeps track of your totals. Instructions are attached. But it walks you though online. Super easy I promise.

**A PLEDGE FORM** is attached for yor to keep track of physical pleges and donations.

1. Mail - your donations to Pink Ribbon Riders a minimum of 2 weeks prior to your event. Just so we receive them in time to keep track of totals.
2. Mail a COPY of a pledge sheet to us with your checks made out to: Pink Ribbon Riders.
3. or bringing pledges to the event, please bring a copy of your pledge sheet.
4. Please put your name in the memo section so we can make sure to credit to you.  
*\*\*\*\*\* PLEASE.....Please do not hold onto checks to long from your donors!*
5. Receipts- PRR will send a receipt for checks over \$100.00.

**FINAL AGENDA** - Yep, things change due to mother nature or world happenings! 🤔

Monday, prior to the event a FINAL agenda will be sent incase anything changes or is added.

\*\* Watch your email or spam folder just in case.

The event day is a lot of fun and we hope that it iadds to your year as a mini “getaway” while helping those in need. We look forward to seeing you at the 2025 Snow Run event as this year brings big celebrations of anniversaries and as always “Riding in honor and memry of those we love.”

Last year the Snow Runs raised:

Sending you lots of hugs and appreciation,

Jody McKay  
Co-Founder Pink Ribbon Riders

Email: [pinkribbonriders@yahoo.com](mailto:pinkribbonriders@yahoo.com)

Event Group Facebook Page: 2025 Snow  
Run Tour Participant Page

Minesota \$ 22,172	Michigan \$21,986
New York \$ 55,579	Wyoming \$10,238
Grand Total 2024: 109,975	2025 Goal \$149,975
<ul style="list-style-type: none"><li>• Please help us increase each state by \$10,000.</li><li>• Again help us to not ask so much of you on the day of the event.</li><li>• Did you know our raffles and auctions raise close to the same amount each year?</li><li>• With out pledges prior to the event, the event has no way of growing each year.</li></ul>	

## Online Fundraising Tools/Instructions

**FACEBOOK Fundraising Instructions:** Yes, you can use your Facebook page to raise funds for your pledges. Please know that this is not directly through Pink Ribbon Riders. You must tell us that you are using the Facebook option so we can give you credit for it. Drop us a note and tell us your name and what Snow Run you are attending. PLEASE name your Facebook fundraiser very specifically so we can find you.

❖ *For example your name and the Snow Run event name...*

- i. *Jody McKay's fundraiser for the Michigan Snow Run, or Jody McKay's fundraiser for the New York Snow Run, or Jody McKay's fundraiser for the Wyoming Snow Run.*

### HELPFUL INFORMATION WHEN FUNDRAISING:

1. **Receipts:** PRR sends receipts for checks of \$100 or more. The donor's check also serves as a receipt for them. Your donor can always keep a copy of their check for any accounting needs. IRS fact...unless a person donates \$3,999 or more a year, they do not need to have a receipt for their accountant. If a person should want a receipt for less than \$100.00 please ask them to take a picture of their check or make a copy.
2. **Checks:** When someone writes a check to you, please only accept checks if their funds are good. Any bounced checks have a non-sufficient funds fee the bank charges us plus an additional \$10.00 fee. Please make sure you know your donor.
  - ❖ **Phone numbers required:** Please place their phone number on the checks you accept.
  - ❖ **Put your name** in the memo area of the check
  - ❖ **Make sure the check is written to** Pink Ribbon Riders.
3. **Facts about Pink Ribbon Riders** you can use when fundraising: Pink Ribbon Riders goal is to be 80% or higher to the cause.

## Set up your ONLINE fundraising pledge page from your email at sign up:

### Why is this important?

- ❖ If you don't ask, someone can't give. You never know until you ask who may want to support the cause.
- ❖ Set a Goal: We suggest \$500.00 because that is how much is given to each patient from Pink Ribbon Riders., so we feel it's a great number that you can individually help one person.

### Instructions for setting up your fundraising pledge page:

1. Log in
2. Grab a photo of you or something to pique their interest
3. Add your human-interest story of why you are taking part in the Snow Run and what it would mean to you for others to support you.
4. You can add this to help others know what PRR is:

***PRR Mission Statement: Pink Ribbon Riders provide direct financial assistance to both men and women diagnosed with breast cancer.***

5. Everyone that donates to you will automatically receive a receipt for their records if the donation is \$100.00 or more.

### Already have your fundraising page:

- ❖ Send the email to everyone you know. It's ok to ask them to share it as well.

- ❖ Post this link up on your Facebook page and ask others to share. You never know who has a connection to the cause and might want to help.
- ❖ Post it on Instagram with a cool story or photo of you.
- ❖ Log back in whenever you want to track your progress. Share your progress with your donors. They too will want to see you reach your goal as they believe in you.
- ❖ Share organization information with them. Example: copy one of the thank you notes from a patient that has been helped. You can find this on our Facebook page under notes or on our website page.

#### **Benefits of online fundraising:**

- \*Automatic receipt to your donors
- \*Track your fundraising progress in your campaign headquarters

#### **Checks or Cash Pledges**

If you receive pledges via check or cash, please use a pledge sheet to track those and mail in your pledges to PRR.

You can mail in your pledges up to two weeks prior to your event. Any pledges you collect in the two weeks leading up to your event please turn in at the event with a pledge sheet.

#### **MAIL YOUR FUNDRAISING TO:**

**PINK RIBBON RIDERS**  
**5420 Beckley Road, Suite 334**  
**Battle Creek, MI 49015**

#### **TURNING IN MONEY AT THE EVENT**

Yes, you can. Please have checks or cash organized with a pledge sheet. No coin change, please. We try to be as safe as possible in travels with money so checks work best.

#### **TURN IN DEADLINE AT THE EVENT**

All pledges must be turned in no later than the close of check-in to be counted towards the rewards program gifts on Saturday night.

#### **Company Matching Funds**

If you have the opportunity to receive matching funds from your company, please have them no later than the check-in day of the event as we cannot give you credit towards the Pledge Program gifts if you cannot turn in the funds at the event.

#### **Having trouble setting up your online fundraising?**

- Click on the link in the confirmation email you received when you registered.
- Look for the orange button on the right-hand side of the page that says, "start fundraising."
- Set up your personal fundraising page.