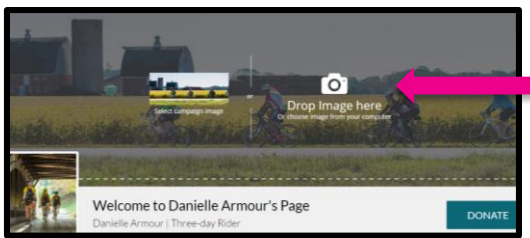




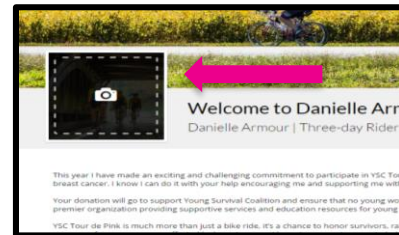
Pull Donors in With Personalization in Four Easy Steps

Personalizing your page will increase your donations and create more opportunity for you to connect with potential donors. Follow these steps below to maximize your fundraising and click on the names of the following pages for great examples! For the East Coast, check out first-time rider [Erin McKinney](#), and on the West Coast, veteran rider [Kevin Custer](#).

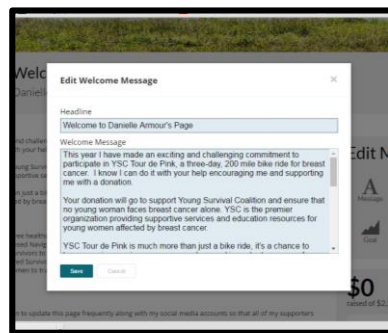
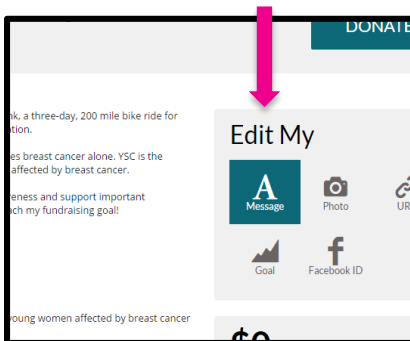
1. Personalize your **Cover Photo** with a photo of you cycling, with your family and friends, or anything else that represents you and why you're riding in Tour de Pink.



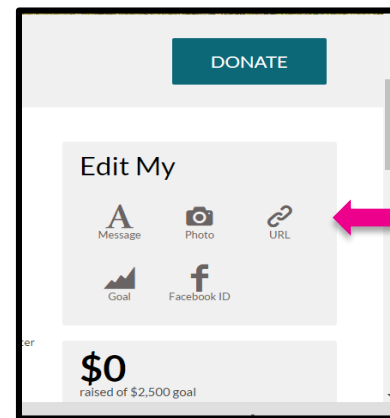
2. Update your **Profile Picture** so that people are greeted with a photo of your own face when they visit your page. Don't forget that you can update the title for your page above your name to grab your donor's attention.



3. Personalize your **message** with your own story about why you are riding Tour de Pink and the importance of this ride in connection to your relationship with young women diagnosed with breast cancer.



4. **Update** your URL (to your name instead of the randomized link), total fundraising goal, and Facebook ID. This will make your page easy to find as well as share!



3 DAYS.
200 MILES.
1 PURPOSE.

ysctourdepink.org

/TdPSouth

@YSCTdP

/TdPEastCoast

@ysctdp

/TdPWestCoast

#TdP200