

The logo features the text "Fundraise like a pro" in a bold, sans-serif font. "Fundraise" is in white, "like a" is in white, and "pro" is in a vibrant pink. To the left of the text is a green graphic consisting of three arrows pointing up and to the right.

## The WOW Factor

**WOW factor:** An event, such as Tour de Pink, that shocks and awes others into wanting to be involved with the event or organization. When people hear that you are riding 200 miles for young women affected by breast cancer, they are **WOWED** and want to help you.

Don't be afraid to share your story, your reasons and motivations with everyone you cross paths with. You never know who you might speak to that will then donate to you and help you reach – and maybe even exceed – your goals! When fundraising for Tour de Pink, you have to remember that you have the **WOW factor** on your side at all times.

**Maureen Corrigan was the TOP Fundraiser for Tour de Pink South and contributes most of her successes to the resources Tour de Pink offered and the **WOW factor**! Here's her story:**

“My name is Maureen Corrigan and my husband Bill and I rode our first TdP at the inaugural South Ride in Florida. For several years we participated in the 'American Cancer Society Making Strides Against Breast Cancer event' but a Facebook post for a 200 mile bike ride caught my eye (**WOW factor**). You see, I am a small business owner and over the past 7 years I have had 15 clients who are breast cancer survivors. I found these numbers staggering which inspired me to get involved. (**WOW factor**)

I have done a fair share of fundraising and the combination of a goal with a **WOW factor** inspires people to donate. A 200 mile bike ride across Florida was a great goal to get us involved and the **WOW factor** for my circle of influence to donate. The organization and resources the Tour de Pink provides made fundraising a breeze.”

Start Fundraising Now



-  /TdPSouth
-  /TdPEastCoast
-  /TdPWestCoast
-  ysctdp
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