

500+ miles

NYC TO NIAGARA FALLS



EMPIRE STATE RIDE
TO END CANCER

FUNDRAISING FROM A TO Z

A

Auctions – Ask for donations from local businesses and set up a live or silent auction. Auctions can be held at work, during a party or even at a family reunion! Auction off a close parking spot or ask everyone to bring a bottle of wine and raffle them all off!

B

Birthday – Happy birthday! Instead of gifts, ask for donations to support your Empire State Ride!

C

Change Jar – Put an empty change jar in front of your office; at your gym, coffee shop or local bar; or near your washing machine to collect any spare or unwanted change. Every cent adds up!

D

Dart Tournament – Host at your house or grab your friends and head to a local restaurant or bar! Ask everyone to donate \$5 to join.

E

Email – Send emails to everyone in your address book with our Empire State Ride email signature! You'll be surprised who donates to your ride – family, friends, neighbors, co-workers, etc.

F

Facebook – Connect your online fundraiser page to Facebook so you can share your story with all of your social media followers! Share photos as you train to show the dedication it takes to ride 500+ miles!

G

Garage Sale – Clean out your basement and ask your friends to do the same. People will be more likely to buy or donate when they know their money is going to a great cause.

H

Happy Hour – Ask a local restaurant to host a happy hour to benefit your fundraiser (this is a great opportunity to add an auction or basket raffle)!

I

Ice Cream Social – I scream, you scream, we all scream for an office ice cream party! What better way to celebrate the week before the ride than with an ice cream sundae bar? Don't forget the toppings!

J

Jeans Day – Have co-workers donate \$5 to wear jeans for the day.

K

Knock Out Cancer – Ask your employer if you can set up a punching bag in your office lobby or cafeteria. For a donation, let staff take out their aggression on cancer.

L

Lemonade Stand – It's classic and effective! When the weather gets warmer, let the kids help out by selling lemonade for a great cause!

benefiting



EmpireStateRide.com



M

Matching Gifts – Many companies already have a matching gift program. Ask your company to match what you raise. This is a simple way to double your funds!

N

New Year's Resolution – Happy New Year! New year, new asks! Make a resolution to ask 5 new people for a donation.

O

Open Mic Night – Head to a local bar or host your friends at your house. Ask them to donate a fee to your fundraising efforts. Open mic night is a fun & entertaining way to get one step closer to your fundraising goal!

P

Poker Party – Host a poker party! Ask your friends to donate a portion (or all) of their winnings to your fundraising efforts.

Q

Quiz Night – Hold a trivia night at a local establishment. See if the restaurant will donate a portion of the night's proceeds to your ride!

R

Raffle – Raffle off prizes or split the pot with a 50/50 option.

S

Self-Donation – Make a donation to your own Empire State Ride! Jump-start your fundraising and show your potential donors how committed you are to the cause — they will be more likely to donate, too!

T

Thank You – Always remember to thank your donors! You can thank them with a handwritten note or using our badges on social media. Donors are much more likely to give next year if they were thanked properly!

U

Update – Make sure to update your fundraising dashboard with a personal photo and story!

V

VIP Parking Spot – Raffle off that coveted spot for a year!

W

Wall of Hope – Designate a wall for display at work, in your community or even at your home. Each time you collect a donation, provide a card for the donor to write their name on and add it to the wall.

X

Xbox Tournament – Have your friends pay a fee to join in an Xbox (or any game console) tournament. You can split it 50/50 with the winner or have all the proceeds donated to your fundraiser!

Y

Yoga – Work with a local yoga studio to host a special one-time class where all or a percentage of the proceeds benefits your team.

Z

Zzzzz – Work with your boss to plan one day where employees are allowed to come in 30 minutes late. Each person will pay a fee to sleep in and dream of a world without cancer!

