



**EMPIRE STATE RIDE**  
TO END CANCER

## 500+ MILE CHALLENGE

### A

**Ask:** Ask for donations from your family and friends. If you never ask, you will never receive it!

### B

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

### C

**Coffee for a Cure:** Ask your local coffee shop to partner with you. A portion of coffee and tea purchases benefit your fundraiser.

### D

**Days:** You're riding for several days, so ask your friends and family if they will pledge \$10, \$20 or even \$50 per day. It'll add up before you know it!

### 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, maybe even former classmates you haven't talked to in years.

### F

**Facebook:** Connect your online fundraising page to Facebook so you can share your story with your social media followers. Share training photos 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 with theirs. People will be more likely to buy or donate when they know their money is going to a great cause.

### H

**Happy Hour:** Set up a virtual happy hour with friends to benefit your fundraiser. Each person donates a small amount to join. Cheers to funding cancer research!

### I

**Ice Cream:** You scream, I scream, we all scream for ice cream! Partner with a local ice cream truck for a day. Your neighbors and community members enjoy some ice cream and a percentage helps your fundraising.

### J

**Jersey:** Create a memorial jersey to wear during the Empire State Ride and ask people to make donations in honor or memory of anyone they know affected by cancer. Write the names of their loved ones on your jersey.

### K

**Knock Out Cancer:** Ask your local gym to hold a virtual class that benefits your fundraising efforts.

### L

**Letters:** Handwrite letters to reach out to community members who might be interested in donating. Be sure to include one of your ESR business cards in the envelope!

### 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!

benefiting



[EmpireStateRide.com](http://EmpireStateRide.com)



@EmpireStateRide  
#ESR21

## N

**Nickels and Pennies:** Collect your change to cash in!

## O

**Online Meat Raffle:** Partner with a local meat market, friends donate to get tickets and enter to win a variety of meats. Just in time for summertime grilling season!

## P

**Posters:** We provide you with fundraising posters, hang a few up at your favorite local businesses.

## Q

**Quiz Night:** Host a virtual trivia night. Each team donates an amount to join in on the fun!

## R

**Recycle:** Keep a bin for materials that can be returned for money. Collect cans from your neighbors, friends and family and return them, too.

## S

**Self-Donation:** Donate to your own Empire State Ride! Maybe for a week, you agree to match all donations that come in! Show your friends and family how committed you are to reach your goal.

## 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

**Vacation Day:** Raffle off a paid vacation day, co-workers can donate to be entered to win. Don't forget to ask your boss first!

## W

**Wall of Hope:** Designate a wall for display in your community or 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 virtual class where all or a percentage of the proceeds benefits your team.

## Z

**Zoom Wine Tasting:** Calling all connoisseurs! Partner with a local winery to supply bottles of wine, decide the donation amount and gather your friends for a wine tasting party on Zoom.

