



**EMPIRE STATE RIDE**  
TO END CANCER

# 500+ MILE CHALLENGE

## A

**Auctions:** Set up a basket raffle or silent auction. You can do these virtually! Take a photo of the baskets and offer them online. 50/50 is a great way to fundraise virtually.

## B

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

## C

**Change Jar:** You might already have this! Spring cleaning always brings spare change that has fallen into your couch cushions. Keep it in a jar and donate the funds in the jar when it's full.

## D

**Drive by:** offer to do a drive by to someone's house for a special occasion. One of our riders stopped by his friend's houses with the Easter Bunny and raised over \$500!

## 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 a few 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

**Get Creative:** For every donation you receive, draw them a picture of their choosing. This can be totally serious, or seriously funny!

## H

**Helping Hand:** Lend a helping hand to your neighbors in exchange for a donation to your fundraising! Offer to mow their lawn or go grocery shopping for them.

## I

**Ice Cream Party:** We're approaching the summer months, so ice cream is always a great idea. Run a donation challenge for 24 hours and offer to drop off ice cream and toppings to one lucky winner!

## J

**Jersey:** Create a memorial jersey to wear during the 500+ mile challenge 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

**Kindness cards:** make a donation and a special card full of kind thoughts and well wishes will be sent to a person of your choosing. We all love getting something special in the mail.

## L

**Live Stream:** Live stream the miles you're putting in this summer! This is a great way to get donations and show everyone your commitment to the cause.

benefiting



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**#ESR20**

## 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

**No Shave Challenge:** No shave November is great, but can you last through the summer months without shaving!? Collect donations to see how long you can go.

## O

**Open Mic Night:** How daring are you? Stand in your driveway and do a performance for your neighbors. I'm sure they'll be willing to donate for some entertainment! You can also live stream it.

## P

**Pledge your miles:** you are still committing to riding 500+ miles this summer. Ask for donations for every mile you ride.

## Q

**Quiz Night:** Hold a trivia night virtually. Facetime, Houseparty, Zoom, Facebook messenger, there are plenty of ways to do it virtually, everyone pays a fee to participate.

## R

**Recycle:** Save up all your bottles and cans from quarantine and return them. Donate that money to your ride. See if your neighbors will contribute theirs as well!

## S

**Self-Donation:** Make a donation 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 reaching 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. You can even send them a thank you video! 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

**Virtual Bingo:** this proved successful for one of our teams. Check out this blog to see how they did it. <https://empirestateride.com/fundraising/virtual-bingo-fundraiser>

## W

**Window of Hope:** Designate a window for display in your home. Each time you collect a donation, write the name of the donor and add it to the window.

## 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:** Host a virtual yoga class. Do you know an instructor that would do it for you? Or lead a virtual class for your friends and ask them to make a donation when you're done.

## Z

**Zoom Series:** We know them, we love them. Host a series of zoom challenges to raise money for your fundraising. Charge a fee to participate in the series/challenge and see who is the last one standing. You can play games, sing songs, the possibilities are endless!

