



**EMPIRE STATE RIDE**  
TO END CANCER

# Get social

## #EmpireStateRide



**Social media is a great tool to spread the word about your Empire State Ride fundraiser and collect donations. Your fundraising dashboard can connect to your Facebook, Twitter and LinkedIn accounts so you can easily ask for support, provide updates on your progress and thank your donors. Additionally, don't forget to integrate your dashboard with Facebook to collect donations right on the platform!**

Included in this guide are sample posts for Facebook and Twitter, as well as some helpful tips and tricks to help you make the most of your social media efforts.

## SOCIAL MEDIA TIPS AND TRICKS

### BE CANDID AND SHARE YOUR STORY

- Social media is all about connecting with others. Share the reason why you participating virtually in the Empire State Ride. Don't forget to add a personal touch to your posts — mention who you're riding for or a selfie after a long training day.

### SHORTEN THAT LINK

- When sharing a link, make sure to shorten it, especially on Twitter. [www.Bitly.com](http://www.Bitly.com) shrinks hyperlinks for free.

### MIX IT UP

- No one likes to read the same message over and over again. When promoting your Empire State Ride fundraiser, make sure to mix up your messaging. Try asking for donations, thanking your donors, sharing your training ups and downs, and giving your personal story about why you are riding.

### DON'T FORGET THE HASHTAG

- Spread the word about your 500+ Mile Challenge by using the official Empire State Ride hashtag: **#ESR20**.
  - Here are additional Empire State Ride hashtags:  
[#EmpireStateRide](#) [#EmpireStateRide2020](#) [#NYC2NF](#)



**@EmpireStateRide**

**EmpireStateRide.com**



## FACEBOOK

- I'm taking on the @EmpireStateRide 500+ Mile Challenge. Because COVID-19 won't stop me from helping advance cancer research. Visit my page today and show your support. **<Insert link for your personal fundraising page>** #ESR20
- I'm going on a virtual adventure - 500 miles to be exact - to advance cancer research! Help me change the state of cancer research for good by making a donation today. **<Insert link for your personal fundraising page>** #ESR20
- Over 1.7 million Americans will be diagnosed with cancer this year. Even though I won't be cycling 500+ mile across New York State this year, I am still determined to raise funds for them. Give them hope by donating today. **<Insert link for your personal fundraising page>** #ESR20
- Who says cycling is a low-impact sport? Please support my @EmpireStateRide fundraiser and help me make a larger impact on cancer research at Roswell Park. **<Insert link for your personal fundraising page>** #ESR20
- For my **<#insert reason to fight>**. **<Insert link for your personal fundraising page>** #ESR20  
Example — For my #mom. #ESR20

### *[Take a selfie in your bike gear]*

- I'm taking on the 500+ Mile Challenge with the @EmpireStateRide this summer! Support my fundraiser today! **<Insert link for your personal fundraising page>** #ESR20
- I'm riding to raise funds and awareness for cancer research at Roswell Park with @EmpireStateRide **<Insert link for your personal fundraising page>** #ESR20
- Please share my page and help me raise as much as possible to support cancer research at Roswell Park through my @EmpireStateRide. Every little bit helps! **<Insert link for your personal fundraising page>** #ESR20
- Thank you to everyone who supported my @EmpireStateRide! #ESR20

## TWITTER

- Raise funds, raise awareness, raise your voice. Help me change the state of cancer research for good. Donate to my @EmpireStateRide fundraiser today. **<Insert link for your personal fundraising page>** #ESR20
- I am still planning toride to end cancer with the @EmpireStateRide. I am taking on the 500+ Mile Challenge this year because COVID-19 can't stop me. Donate today **<Insert link for your personal fundraising page>** #ESR20
- I'm riding to raise awareness today and advance cancer research tomorrow! @EmpireStateRide #ESR20
- I'm riding 500+ miles this summer with my fellow road warriors. We're doing it in honor of the @EmpireStateRide. Sound like something you can get behind? Visit my page to donate. **<insert link for your personal fundraising page>** #ESR20
- Support me and my fellow @EmpireStateRide riders. Together, we can change the cancer research landscape for good! **<insert link for your personal fundraising page>** #ESR20
- I ride for **<insert personal reason here>**! @EmpireStateRide **<insert link for your personal fundraising page>** #ESR20
- I ride for the 1.7 million Americans who will be diagnosed with cancer this year. Support my @EmpireStateRide today. **<insert link for your personal fundraising page>** #ESR20
- Make a difference in the fight to end cancer and donate today! **<insert link for your personal fundraising page>** #ESR20

## THANK YOUR DONORS ON SOCIAL MEDIA

- When you're notified that an individual has made a donation, you can post a message just for them!  
Example — Thank you, @JohnDoe, for supporting my @EmpireStateRide! #ESR20
- Or, create an image with your donors' names from that week using a free design software website such as [www.canva.com](http://www.canva.com) or [www.picmonkey.com](http://www.picmonkey.com).  
Example — Thank you to these amazing individuals who made a donation in support of my @EmpireStateRide! I couldn't do this without all of you. #ESR20 **<insert image>**

## DIVERSIFY YOUR REACH

Any of these sample posts can be modified to use on additional social media platforms. More channels drive more donations, so ask across many different social media platforms, and ask multiple times on each.

Be sure to follow the Empire State Ride on Facebook, Twitter and Instagram to keep up with the latest news and information about the impact your participation is making. You can share these posts with your network so they know that your efforts are changing the state of cancer research for good.