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 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
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 or 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.

EmpireStateRide.com