

# Hill Country Ride

For more than 20 years, The Hill Country Ride for AIDS has been an iconic on-the-ground fundraising event in Texas. Rather than cancel the 2020 ride and disrupt critical funding for many local health organizations, the team decide to take “the ride” virtual.

## ONLINE FUNDRAISING ACTIVITIES

VIRTUAL CHALLENGE | TEAM & INDIVIDUAL FUNDRAISING | COMPETITIVE ELEMENTS

### WHAT MADE THIS EVENT UNIQUE?






To replicate the fun and competitive atmosphere of the road ride, the team created 12 weeks of fun challenges. The challenges ranged from cycling to fundraising to sharing a favorite carb-loading dinner. They alternated weekly between physical and fundraising goals.

Each physical challenge had two options so everyone could participate – a challenge for avid cyclists and one for the “athletic supporters.”

They also hosted Matching Gift days, offered challenge prizes, and recognized sponsors supported the Virtual Ride.



## VIRTUAL FUNDRAISING STRATEGIES

-  Transformed traditional event in a Virtual Ride
-  Weekly physical and fundraising challenges
-  Matching gift days
-  Showcased sponsors throughout campaign
-  Challenge rewards and prizes, Leaderboards, Donor Walls, and Activity Livestream

## BEST PRACTICES/LESSONS LEARNED

- ✓ Use of Mission messaging and impact in light of [COVID-19](#)
- ✓ Clear [Impact Statements](#)
- ✓ Interactive [photo & video gallery](#) to bring challenges to life
- ✓ Digital sponsor visibility on fundraising site
- ✓ Variety of participant tools to empower fundraising (FAQs, [Fundraising Tips](#), Social Media Points)
- ✓ Leveraged Strava for people to track activities

## DONATION LEVELS

 <p><b>\$35</b></p> <p>\$35 pays for one HIV test – an easy and impactful way to affect change.</p> <p><small>112 people donated \$35</small></p>	 <p><b>\$60</b></p> <p>\$60 provides one month of food for an emergency food pantry.</p> <p><small>17 people donated \$60</small></p>	 <p><b>\$120</b></p> <p>\$120 gives one hour of counseling to someone affected by HIV/AIDS. Imagine the change you can bring to someone's life!</p> <p><small>104 people donated \$120</small></p>
 <p><b>\$250</b></p> <p>\$250 provides 7 hours of outreach to locate out-of-care HIV+ individuals. You will have a major impact on the lives of many!</p> <p><small>14 people donated \$250</small></p>	 <p><b>\$500</b></p> <p>\$500 provides one month of support for residential living costs for one family! What a gift. What a treasure!</p> <p><small>10 people donated \$500</small></p>	 <p><b>\$1000</b></p> <p>\$1000 provides two months of support for residential living costs for one family! An incredibly generous gift!</p> <p><small>11 people donated \$1000</small></p>