

# Black Dog Ride

## 1 Dayer

raising awareness of depression and suicide prevention

### **FUNDRAISING TIPS #1**

Thank you for your support of the 2015 Black Dog Ride 1 Dayer! It may only be 1 day, but every kilometre counts, and every conversation counts. Raising awareness of depression and suicide prevention in our communities is vital and your contribution is sincerely appreciated.

This year, 26 local mental health organisations are the beneficiaries of our fundraising. Funds raise in your local community will directly benefit your local community. To see the beneficiary of your local 1 Dayer, head to the Black Dog Ride 1 Dayer webpage here: <http://www.blackdogride.com.au/view/2015-1dayer>

To help you maximise your fundraising we've provided some tips below, which may be useful to you, especially if this is your first time fundraising.

#### **PERSONALISE YOUR EVERYDAY HERO PAGE**

If you haven't set up your Everyday Hero Page yet, now is the time to do it. Get started here: <http://www.everydayhero.com.au/event/1dayer2015>

Find your region, click on it, then create your own supporter's page. Make it "your own" by uploading your picture and telling your story: why you are involved in Black Dog Ride and why it's important for you to raise awareness and funds for mental health services. Don't set your fundraising target too low, you may be surprised how generous your circle of friends, family, club and colleagues are! Remember every donation, large or small, makes a big difference to our communities.

#### **EMAIL YOUR CLOSE FRIENDS AND FAMILY FIRST**

Send an email to close friends and family and those you think are likely to be your most generous supporters first, before asking others to donate. People tend to match the amounts already donated so target your most generous supporters first!

##### **Sample Email:**

*I'm taking part in the 2015 Black Dog Ride 1 Dayer and I am raising awareness and funds for our local mental health organisation. This is a cause that is close to my heart. More Australians died from suicide than died in road accidents last year. By raising awareness on my Ride and by raising funds for mental health services, we can work to prevent the tragedy of suicide. I would welcome any contribution, great or small, that you could make to my fundraising page: [\(insert your Everyday Hero fundraising web page\)](#) All donations are tax deductible and a receipt is emailed to you immediately. Thank you for your support of this life saving cause.*

#### **CHANGE YOUR EMAIL SIGNATURE**

Change your email signature at work and/or at home to add a line at the bottom which includes the web address of your Everyday Hero Page, and add a personalised message to inspire people to donate.

#### **PROGRESS UPDATES KEEP PEOPLE TUNED IN!**

Remember to keep your supporters informed by updating your Everyday Hero Page regularly, emailing regular updates to your friends, family, and colleagues, and personally thanking everyone who donates.

