



FUNDRAISING TIPS #1

Thank you for your support of the 2015 Black Dog Ride Ride to the Red Centre! Every kilometre counts and every conversation counts. Raising awareness of depression and suicide prevention is vital in preventing suicide and encouraging people to seek support. Your participation and contribution is sincerely appreciated.

It is not compulsory to fundraise if you're participating in a Black Dog Ride, however most Black Dog Riders do so and enjoy it, appreciating the life saving value in the conversations around suicide prevention which begin by rider's fundraising efforts. To help you maximise your fundraising we've provided some start up fundraising tips below, which may be useful to you 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/ridetotheredcentre2015>

Click the link above, then click *Start Fundraising* and 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 to the Red Centre and why it's important for you to raise awareness and funds for mental health services. Speak from the heart.

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.

Sample Email (Use as is or change it around to reflect your own circumstances and experiences):

I'm taking part in the 2015 Black Dog Ride to the Red Centre and I am raising awareness of depression and suicide prevention and funds for mental health services. This is a cause that is close to my heart. Seven Australians die from suicide every day. 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 perhaps add a personalised message to inspire and encourage people to donate.

SOCIAL MEDIA SHARING

Let your social media circle know you're involved in the Black Dog Ride to the Red Centre, and even more importantly, why you're participating, by sharing your Everyday Hero page link with them.

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.