

Black Dog Ride

1 Dayer

raising awareness of depression and suicide prevention

FUNDRAISING TIPS #2

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> and start your fundraising here: <http://everydayhero.com.au/event/1dayer2015>

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.



Get Your Workplace or Club Involved

By fundraising for your 1 Dayer you are making a real difference in our communities for a cause close to your heart. Don't forget to share this with your club or colleagues. Mention what you are doing at your next staff or club meeting or make a post on your club's forum. Be creative:

- ☺ Offer to make a presentation to your club or colleagues about mental health awareness in which you can also invite people to make a donation to this cause
- ☺ Hold a work challenge like a dress down (or up!) day, or a mental health morning tea for a gold coin donation
- ☺ Keep a donation tin (and a Winston!) in a prominent place at work or in the club
- ☺ Ask for your Ride to be included in your club or company website or newsletter. This is a great opportunity to raise awareness of depression and suicide prevention and raise funds for mental health services at a local level. You can provide a follow up article after the Ride.
- ☺ Talk to your employer or club president about a matched giving scheme – whatever your colleagues or club members can raise will be matched by the employers or club. Remember, all donations over \$2 are tax deductible! Your Ride Coordinator will have a BDR receipt book.

Get Your Community Involved

Let your local community paper or radio station know what you're doing and why. Download our guide: [Six Steps To Media Success](#), then send an email or letter off to the local media with the Ride Media Releases found in the [Media Centre](#) on the BDR website, explaining why you're involved in Black Dog Ride, why you're participating in the Black Dog Ride 1 Dayer and how important it is for you to raise funds for mental health services. Remember, inspiration inspires, so speak from the heart. Email Fiona: admin@blackdogride.com.au if you feature in the media so we can share it amongst the BDR community Australia wide and keep the conversations going!

Use Social Media To Start Conversations

Share your fundraising goals on social media like Facebook, Twitter, G+, Instagram, LinkedIn etc. Let your family, riding and professional circle know that you're participating in the 2015 Black Dog Ride 1 Dayer and how important it is to raise both awareness and funds for mental health services.