



The Complete Ride Don't Hide Guide to **RAISING \$330**



WELCOME!

Here is your guide to all things fundraising for Ride Don't Hide. We have created this guide to make fundraising simple, straightforward and fun for you.

There's a variety of ways you can fundraise — online, offline, and anywhere in between. This guide is intended to show you ALL the options, but you don't have to do everything! Pick and choose what feels right to you. Always remember — your circle wants to support you. It gives them a chance to feel good!

And we want to help you too. Contact us anytime at info@ridedonthide.com with any questions you might have!

Make friends with your Fundraising Dashboard. Login. Take a good look around. Check out the online Rider Centre for other fundraising tips, tricks and tools, as well.

Then follow these eight easy steps...



DAUNTED?

Don't be! People want to get involved in mental health. If you need a little encouragement on your fundraising journey, here are some tips to help.

Feel good about mental health.

Mental health is one of the most important causes of our time. You are not alone in thinking that. Your friends and family will also feel good that you are raising funds so that no one has to struggle alone.

Remember: you're not asking for yourself.

Asking for money can be challenging; even stressful. But remember, you're not asking for yourself. You're asking on behalf of all of us: everyone has mental health. And most everyone struggles sometimes.

You are breaking down the stigma.

Just by raising funds for mental health you are telling other people that you care about their mental health. That you are on their side. That they are not alone.

Be clear about the cause.

It helps to state clearly why you are raising funds. Sponsors will want to know that Ride Don't Hide funds the vital work of the Canadian Mental Health Association in your community.

Use our tools!

Some people are "natural born" fundraisers. For others it's like pulling teeth. Don't worry. We've got your back with tools in the Rider Centre.

It's your mental health too .

In order to thrive, we all need a good sense of self. We all need to have purpose, and to feel hope. We need to feel that we belong and that we make a contribution. Let Ride Don't Hide be your ride. Because we all have the right to feel well.

Finally, go easy on yourself.

If the fundraising feels stressful, remember to go easy on yourself. There's a lot that you can do very simply; don't let your stress get in your way.



WHY FUNDRAISE?

So many people don't feel like themselves these days, and the pandemic is making it harder to get the help they need.

Here's how to talk about it:

Even before the pandemic, the mental health care system in Canada was not meeting people's needs due to long waitlists, access issues, inequity and underfunding. 1.6 million Canadians per year already reported unmet mental health care needs—and the needs are rising due to the pandemic.

Ride Don't Hide is a call to action. **You can raise \$330 to help someone get back to being themselves.**

Raise funds for community mental health services and get one more person the help they need.

Now, isolation, physical distancing, economic insecurity and stress are all contributing to an "echo pandemic" of mental health issues. We know that the mental health effects of COVID-19—including anxiety, depression, suicidal thoughts, substance use—will last long after the pandemic subsides.



We can do better. And we must.

We know how to fix these issues. Canadians are suffering from mental health conditions that are preventable or manageable with the right services and supports. Mental health promotion and prevention efforts at the community level are effective and can prevent intensive and expensive medical treatments down the road.

Community-level interventions and supports can get people the help they need sooner and alleviate pressure on an acute-care system already hit hard by COVID-19.

With 87 branches, regions and divisions in over 330 communities, CMHA is the most established and extensive community mental health organization in Canada and a national leader in community-based mental health care.



HOW TO FUNDRAISE

Fired up? Let's get started. Here is how to raise \$330 in seven simple steps!

1. Get Set Up

Now go right ahead and... **be your first donor!**

Don't start at zero. It doesn't have to be a big amount, but you'll want to make it meaningful. Your donation will show your donors you're committed, and will inspire them to follow your lead.



SET A GOAL

Aim high but not out of reach.

If you smash your goal, be sure to raise it and aim even higher. Don't worry, you can always adjust your goal, up or down!

It can help to set some internal or milestone goals as well – for instance, say you want to raise \$200 by two weeks, \$400 by four weeks, and so on.

You can use these milestones later as a reason to follow up with your donors. For instance, you can say/write "I am just \$50 away from my weekly goal. Can you help put me over the top?"



MAKE IT PERSONAL

The more personalized your page, the better your fundraising efforts will be.

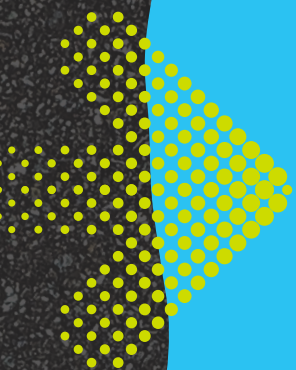
Your Fundraising Dashboard makes it possible for you to personalize your own Fundraising page so you can send your sponsors directly there to make a donation.

The more personalized your page, the better your fundraising efforts will be. That's why we recommend posting a personal story (what we call your #WhyIRide) and some photos.

But that's not the only reason why including your personal story is important. The media is full of misinformation about mental illness, and mental health struggles. Don't let the myths and negative stories stand.

Adding a photo of yourself can also attract sponsors. Want to go even further? You can add video and even livestreaming to your fundraising page.

The fact is: riders who post a story about why they're riding **raise about five times more.**



Maybe you're riding for yourself.
Maybe for someone else.
Maybe you're in it for everyone's
mental health.

Tell your **#WhyIRide** story.

2. What to ask

Make it easy to explain. Craft a simple “elevator pitch”

An “elevator pitch” is a marketing term. It refers to the 30 seconds (or so) that you have to make your case — or sell something — when you’re riding in an elevator with someone. This brief script will help you “sell” your ride. Use this pitch to tell others quickly and simply why it matters, and how they can help. This pitch will help you whether you’re sending emails, making telephone calls or approaching people in person.



CRAFT YOUR PITCH

Explain your Ride.

“I’m riding in Ride Don’t Hide this June because....”

1. I want to bring mental health into the open. No one should have to struggle alone.
2. We all have mental health and we have to take care of it.
3. We all deserve to feel well.
4. [add your #WhyIRide story here!]



ASK FOR A DONATION

“You can help ...”

1. Support mental health programs and services that keep people in our community out of crisis. That keep people well.
2. Bring mental health into the open, so everyone can access the help and support we all need and deserve.
3. Show that no one has to struggle alone.



MAKE IT EASY TO GIVE WITH SPECIFIC DIRECTIONS

Donate today by visiting my Ride Don't Hide page. The link is [insert the link].

1. No gift is too big or too small—any amount helps keep people out of crisis. If everyone who reads this email donates \$10, we can make a difference together.
2. I'm asking 5 friends to give \$50 each. I know that's a lot, but this money is badly needed to keep people out of crisis. Help me smash my goal and smash the stigma that keeps people from asking for the support we all need and deserve.

3. Who to ask

Brainstorm a list of the people you will ask to sponsor you.



START WITH YOUR CLOSEST FRIENDS AND FAMILY

Explain your Ride.

1. The people closest to you will give to your ride simply because it's YOU who asked. They will give because you matter to them. And they will give because they see you're passionate about the cause.
2. The next group to add to your list are your co-workers, classmates and your other daily connections. You'll find through making this list that you know more people than you think. Don't forget members of your extended family and extended circle of friends.
3. Think about all the people who are part of your "community" — all the people you see, call or email. Gather names from your phone contact list, email account and social media connections. Dig into your address book, rolodex — if you're "old school" — holiday card list, wedding invite list, etc.

HOW TO FUNDRAISE



These people will give because they care about the cause, and because they see the Canadian Mental Health Association as a leader for mental health in their community. Leave no stone unturned:

- Parents of your children's classmates or teammates
 - Former classmates, teammates, roommates & neighbours
 - Former teachers & co-workers
 - People from your office
 - Professional associations, teams, the gym
 - Larger professional network
 - Members of clubs, neighbourhood or other community organizations
 - Grocer, coffee shop "barista", dry cleaner, hair dresser, manicurist, doctor, butcher, baker...
4. Think about all the people you're out of touch with. Fundraising for mental health could be the reason you get back in touch.
 5. Expand your reach. Include a P.S. in your emails asking folks to forward your request to friends and family who might be interested in giving for mental health.

4. How to ask

Protip: Mix and match. The best way to ask is to use all these tactics.



WANT TO MAKE TELEPHONE CALLS?

Use your elevator pitch as a phone script, then take a practice run with someone — your closest friend, your spouse or a parent — on a pre-arranged call. Then go ahead and make your first “real” call. Choose an “easy” one — someone who is very likely to support you.

WANT TO ASK PEOPLE IN PERSON (VIRTUALLY)?

Asking in person is also an effective way to seek sponsors. Again, use your elevator pitch and practice with someone.



WANT TO SEND EMAILS?

The easiest way to send out email is directly from your Fundraising Dashboard: just pick one of our template messages, enter email addresses and press send!

Or better yet, add a personal touch.

Know that a personalized email will always get better results! When we write from the heart to someone, we can spark their passion for the cause.

HOW TO FUNDRAISE

If you have the time, send each potential sponsor their own email. Impersonal mass emails are easy to ignore, and they can trigger the “bystander effect,” where people just assume someone else will step up.

A hint: if you do choose to send out a mass email from your personal account, be sure to put the email addresses in the “bcc” field to protect the privacy of the people on your list.

Be sure to always include a link to your fundraising page in your emails. Hint: if you’re sending email from your Fundraising Dashboard, the link is included automatically. But if you’re asking via your own email account, don’t forget to add the link to your Ride Don’t Hide fundraising page.

Tips for personalizing your emails

Overall tip: Bring your passion and don’t hold back.

Specific tips:

- Use the person’s name in the greeting. (e.g. Hi Peter! Hello Anita!)
- Explain the purpose of your email: “I’m fundraising for the Canadian Mental Health Association by participating in an event called Ride Don’t Hide. It’s a bike ride that brings mental health into the open. Too many people are still struggling on their own. With Ride Don’t Hide, no one rides alone.”
- Copy and paste parts of your “Why I Ride” story (see above, Writing Your “Why I Ride” story)





HOW TO FUNDRAISE



- Tell them your goal and what you're asking. Be specific. "Will you help me reach \$330 for mental health by making a \$33 donation? Any amount will help."
- Who doesn't love a P.S.? You can add an additional request in your P.S.: "Want to do more for mental health? There's room on my team — come ride beside me and Ride Don't Hide!"

Now go ahead and send your first email!

WANT TO USE SOCIAL MEDIA?

Social media is the ultimate new fundraising tool that allows you to connect with your friends and loved ones with a simple press of a button. You will want to make your post stand out. Here's how.

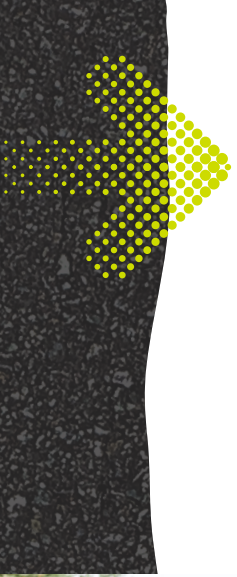
1. Get personal

Post your personal reasons for riding. Use snippets from your own "Why I ride" story. For help drafting your own "Why I Ride," check out the Why I Ride Story Generator at the online Rider's Centre.

2. Add in the basics

Once you have your story down pat, it's important to include the facts. Be clear about the cause, the event and what you're asking.

Example: This June, I'm participating in Ride Don't Hide — a community bike ride that raises funds for mental health. Help me reach my goal of XX and donate today.



3. Have some fun

Remember the ice bucket challenge? Think of how many people got involved and donated. Sometimes the key to fundraising success is having some fun. Try a game, a challenge, or even a raffle to get the support flowing.

4. Add a visual

The best way to catch someone's eye on social media is with a photo or video, and the possibilities are endless. You can use a photo of yourself or photos from a previous ride. Feel free to repost one of CMHA's Ride Don't Hide photos, social shareables or videos. (Find these at the online Rider's Centre [\[link\]](#). Visuals will really help your post stand out.

5. Don't forget the link!

Last but definitely not least, don't forget to copy the link of your fundraising page into your post. This creates a fool-proof path to your fundraising page and gets your friends and family one step closer to donating.

6. Don't hold back!

You can post again and again, using different messages.

7. Mix it up!

Not every post has to be a request for donations. Mix it up with personal stories and photos, updates on your progress towards your goal, and thank you posts to everyone who supported you. Don't forget to tag your donors!

5. Start today. And keep going.



Don't put it off. You can't just hint; be direct. Just ask.

And then: don't be shy about following up

If they haven't responded or donated after a week, follow up with a phone call or a personal email. Use your elevator pitch as a script. Remember: you're not bothering people by following up — you're just providing another opportunity for them to connect, and contribute to this important cause. We're all busy people with full to bursting inboxes. Chances are people just need a reminder. We sometimes do too!

6. Say Thank You

The single most important thing you can do is to thank your donors. You can't say thank you too emphatically or too often—make it from the heart and don't hold back. You want them to feel like they're part of the mental health movement too. We'll be sending a thank you too, but a thank you from you will have more impact than any email we send.



THANK THEM RIGHT AWAY – IT'S SO EASY.

You can send a thank you right from your Fundraising Dashboard. You can use the email template, or you can personalize your email to each donor.

Sample thank you email or letter

Hi [their name],

Wow. I am floored by your generosity. I can't tell you how much I appreciate your support.

Thank you for sponsoring me in Ride Don't Hide. Your donation puts me at just [\$ short of my goal/at my goal/over the top]. It means the world to me that you are part of this movement. If you're interested, you can learn more about this amazing event and the work of the Canadian Mental Health Association at www.ridedonthide.com.

With your donation, you are standing shoulder to shoulder with me and all the other Riders. It's saying to all of us who struggle: You are not alone.

From the bottom of my heart, thanks again!

[your name]



Here are some tips for personalizing your Thank You:

- Include their name in the greeting so that it feels personal.
- Thank them for their donation — don't be shy or vague about it. "Thank you for sponsoring me."
- Make them feel special; let them know the impact their donation has on you, and on the movement.
- Be polite AND personal. Nothing too formal.
- It doesn't have to be long. A few from-the-heart sentences is all it takes. You can refer them to the Ride Don't Hide website for more information about the cause. (www.ridedonthide.ca)
- If you like, include a note about how their support will help you reach your goal — "Your donation puts me at XX% of my \$XX goal!"
- Make them feel like they're along for the ride: update your donors on your progress toward your goal.

Are there additional steps you'd like to take, or ask them to take?

- "I would love to have you over for dinner/take you for coffee to show my gratitude"
- "It would mean the world to me if you would come out on Ride Day and cheer me over the finish line."
- It would be great if you wanted to join my team, and ride with me on the day of Ride Don't Hide in June.

THEN...THANK THEM AGAIN WITH FLAIR!

If you are feeling particularly moved by a sponsor's generosity, you may want to thank them again or thank them with extra flair!

- Send an actual letter. Write it by hand. Mail it with a stamp. Who doesn't love getting mail?
- Thank your donors on social media. Write a separate post (or Instagram story) for each one. Tag them so they receive a notification and so that their friends and followers see the post too.
- Pick up the phone, or send a text, for no other reason than to say thanks,
- Make a video message for each of your donors – especially if you can't say thanks in person. It's as simple as pressing record and speaking from the heart.
- Invite them on a bike ride with you – a leisurely Sunday ride around the neighbourhood or a training ride to test out your Ride day route.
- Invite those special donors for coffee or over for dinner.
- Send a small gift or token. Nothing extravagant, just some small token of appreciation. Homemade baked goods rarely go uneaten...

Go ahead and do more than one thing on this list. It feels good to be thanked and thanked again. And it's good for the mental health movement.



7. After the Ride

- Make a social media post saying Thanks and announcing how much you raised and how it will help. Let your donors know how the day went and how important their donation was to your success.
- Post photos of you crossing the finish line.
- Shout out to your biggest donors, if that feels right.
- Know that donations can come in even after Ride Day!

Finally... Ask us for support. Anytime.

We are here for you! Feel free to reach out to us with your questions: info@ridedonthide.com. Or if you'd rather reach us by phone, you can reach out to your local CMHA branch at www.ridedonthide.com/locations