

Black Dog Ride

- State Rides 2016 -



FUNDRAISING TIPS #2

Thank you for supporting of Black Dog Ride's 2016 State Rides! 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 they enjoy it, appreciating the life saving value in the conversations around suicide prevention which begin by a rider's fundraising efforts. To help you maximise your fundraising we provided some start up fundraising tips in Fundraising Tips #1 which you can find on the Fundraising Page here: <http://www.blackdogride.com.au/fundraising2016> More fundraising ideas are below.

INVOLVE YOUR WORKPLACE, CLUB, OR COMMUNITY GROUP

By fundraising for Black Dog Ride's 2016 State Rides you are making a real difference in our communities for a cause close to your heart. Sharing your participation in the State Ride with your club or colleagues invites them to be involved in your journey and an active partner in raising awareness and funds for this vital cause. At your next staff, club or community meeting, talk about your upcoming Black Dog Ride. Be creative:

- * Offer to make a presentation to your club or colleagues about mental health and why it's so important to raise awareness of depression & suicide prevention. Speak from the heart. This is a great time to pass the hat around.
- * ☐ 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 box (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. You can offer to 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 raises can be matched by the employers or club. Remember, all donations over \$2 are tax deductible! Your Ride Coordinator will have a BDR receipt book if receipts are required.

Download the Community Activity Kit to help you plan activities: <http://www.blackdogride.com.au/fundraising2016>

LOCAL BUSINESSES LOVE TO SUPPORT LOCAL INITIATIVES

Have a chat to your local businesses. You'll be surprised at how many people are impacted by depression and suicide and how touched they are by your Ride. Local businesses may also offer to donate proceeds of a stock item for a period of time, or have a donation tin on their counter. They may give you permission to hold a sausage sizzle or even offer to help out with one! By starting the conversation, you're getting your whole community involved!

PROGRESS UPDATES KEEP PEOPLE TUNED IN!

Remember to keep your supporters informed by updating your GiveEasy Page regularly, emailing and sharing on social media regular updates to your friends, family, and colleagues, and personally thanking everyone who donates.