

# Black Dog Ride to the Red Centre



BLACK DOG INSTITUTE



**WELCOME** and a **BIG thank you** for setting up your Black Dog Ride fundraising page for the Black Dog Institute.

We want to support you as much as we can in reaching your fundraising target. Below are just a couple of helpful tips to get started..

## **FUNDRAISING TIPS 1#:**

### **Let the online community know what you are doing**

#### **1. Personalise Your Page**

Upload your own photograph on your Everyday Hero page, or even better, a video showing you in action. In your webpage entry, try to tell a story. Explain why you are trying to raise money, specific uses the money can be put to, and why you are personally moved to support Black Dog, even if its in conversation.

#### **2. The first email and the first donation**

Send your first email to your most generous supporters, before asking others to donate, to encourage a high value first donation. Or you may want to consider making the first donation yourself. Talk about the cause and about the challenge itself!

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

*Dear friends & family,*

*I'm taking part in the Black Dog Ride 2012 and am aiming to raise money for Black Dog Institute, a cause that is close to my heart. 1 in 5 Australians will experience a mental illness, and more Australians died from suicide than on the roads last year. In support of my efforts, I would welcome any contribution, great or small, that you could make. Please visit my Fundraising Page: (www. insert your fundraising web page) All donations to this site are electronically wired to Black Dog Institute and an automatic receipt is emailed to you immediately. Help me make a difference by making a small donation - Every small amount helps. Thank you for your support.*

#### **3. Share your fundraising page through Facebook or Twitter**

(You can do this using the icons on your page). Update your status, upload and tag pics of yourself, send personal messages to your friends, and don't forget to say thanks, a lot! Also make sure you've 'Liked' the Black Dog Institute and the event Facebook pages.

#### **4. Change your email signature**

Consider changing your email signature at work and/or at home to add a line at the bottom that includes the web address of your fundraising page.

### **How am I helping the Black Dog Institute?**

While one in five Australians will experience a mental illness in their lifetime, less than 50% seek professional help - often with tragic consequences.

Last year our amazing riders raised \$161, 665 for the Institute.

The Black Dog Institute uses the funds raised from the ride to organise a number of community-based initiatives including education programs, health seminars and communication and outreach programs in rural communities heavily affected by mental illness.

Thanks for your support and Good luck! If you have any fundraising questions at all please feel free to send an email to [blackdog@blackdog.org.au](mailto:blackdog@blackdog.org.au)