



ride don't hide

PRESENTED BY

The Medicine Shoppe
PHARMACY

Ride Don't Hide

TEAM CAPTAIN TOOLKIT

Alone we are strong, but
CONNECTED we are **STRONGER.**



Canadian Mental
Health Association
Mental health for all



years of
community

Ride Don't Hide

TOOLKIT

Whatever our mental health experience, we all deserve to feel well. And Ride Don't Hide wants to ensure that no one has to go it alone.

Ride Don't Hide is a chance to connect – to your own mental health, to others, to your community and to the larger movement that's working to bring mental health into the open.

And creating a Ride Don't Hide team helps to connect others. Because alone we are strong, but connected we are stronger.

This toolkit has been designed to help you create a team for Ride Don't Hide. As a Ride Don't Hide team captain, you can be a leader for mental health. All it takes is the willingness to reach out to others and a little extra time. This toolkit will show you how.

When we hide, we hide alone. Thank you for creating a team for Ride Don't Hide and showing Canada that no one has to ride alone.

Your Role – The Team Captain

As a team captain, you are an ambassador for the CMHA's Ride Don't Hide. Your efforts will help bring mental health into the open and raise critical funds for mental health programs in your community.

Your role will be to recruit, motivate, fundraise, and thank everyone. You will bring together your teammates in a rewarding and inspiring event, fostering a sense of community and helping people see and feel that they are not alone.

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MESSAGE FROM THE CEO, CANADIAN MENTAL HEALTH ASSOCIATION NATIONAL

When we don't talk about our emotions or our mental health we feel alone, and don't get the help we deserve or need. Your participation and support will be helping bring mental health into the open and ensuring that all Canadians can support their mental health. We couldn't do it with you. Thank you for being part of The Canadian Mental Health Association's Ride Don't Hide!

“Accepting, understanding and talking about mental illness can help alleviate the pain of stigma and stereotypes. In order to thrive in life, we all need to feel hope, build resilience and a strong sense of connection and belonging, which the community spirit around Ride Don't Hide really fosters. Thank you for your incredible support.”

- Dr. Patrick Smith, national CEO, CMHA.

ABOUT RIDE DON'T HIDE

Ride Don't Hide is a nationwide fundraising bike ride that brings mental health out into the open. The largest mental health bike ride in Canada, Ride Don't Hide Ride Don't Hide events are welcoming, community events that build awareness, inclusion and acceptance, and where everyone is encouraged and supported to speak openly about their own mental health.

ABOUT THE CANADIAN MENTAL HEALTH ASSOCIATION

The Canadian Mental Health Association is the nationwide leader and champion for mental health. Established in 1918, Canadian Mental Health Association (CMHA) is the country's most established community mental health organization. The CMHA operates in over 330 communities across Canada.

With 5,000 staff and 11,000 volunteers the 86 CMHA locations promote mental health, prevent and manage mental illness in over 330 communities across all provinces and one territory.

It provides programs and services to over 1.3M Canadians each year. The CMHA promotes mental health for all through advocacy, education, research and service.

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WHO IS AFFECTED?

- **1 in 5** people in Canada will have a mental health problem or illness in any given year, ; but **5 in 5** have mental health, all the time, and we all need to take care of it.
- By age 40, about **50%** of the population will have or have had a mental illness. Mental illness affects people of all ages, education, income levels, and cultures.
- More than half (**53%**) of Canadians consider depression and anxiety to be epidemic.
- Approximately **8%** of adults will experience major depression at some time in their lives.
- Anxiety disorders affect **5%** of the household population, causing mild to severe impairment.

WHY I RIDE

On February 3, 2017 our 19-year-old daughter, McKenzie, died by suicide. We were completely devastated and left struggling to accept this new reality and loss in our lives. Friends and colleagues were very supportive and many recommended that we contact our local Canadian Mental Health Association for support. In April 2017, McKenzie's aunt and uncle told the family that they were participating in an event called "Ride Don't Hide" in honour of their niece; and that was how we, as a family, became involved in Ride Don't Hide.

All of us rode with pictures of McKenzie attached to our bikes, less than 6 months after her death and it was a very emotional day for us all. We all left feeling that we had accomplished a lot in her name. We knew that the funds we helped to raise would go to supporting groups that we had found so helpful in our time of grieving.

Part of our journey is to support the yearly Ride Don't Hide event and bring awareness to our community that mental health affects everyone. We want everyone to know that, "It's okay to not be okay!" We want to help bring the need for more funding to the forefront of our community's and political leaders. Only once mental health, in Canada, is viewed as important as physical health, will adequate supports be available to help those in need. If our story and efforts with our local branch of CMHA can help, then we have honoured our daughter's legacy.

This is just one of the stories from someone who has been part of Ride Don't Hide. Submit your story online at www.ridedonthide.com and tell us why you ride?

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HOW TO...

RECRUIT:

- **Team up:** Send an email from your Ride Don't Hide account alerting friends, family and co-workers that you've registered for Ride Don't Hide and invite them to join your team!
- **Bring Ride Don't Hide to work:** Encourage coworkers to join your team by hanging a poster up at work, and host a team recruitment meeting.
- **Social Media:** Use email, Facebook, Twitter, LinkedIn and your company intranet to recruit new riders.
- **Host a kick-off party** to recruit more riders and get everyone involved excited about the ride. Provide a way for people to donate or register by having pledge forms and sign up sheets on hand.

MOTIVATE:

- Explain why this event is so important to you on a personal level and allow time for others to share their reasons too. Personal stories always help people feel more connected.
- Stay connected with your team – provide them updates, congratulate them on their achievements, welcome new members, let them know how close you are to achieving the team goal.

FUNDRAISE:

- Brainstorm ideas on how to fundraise. All those who have an active personal fundraising page are likely to raise more than double the funds.
- Be Social: use the Friendship Powered App to fundraise and spread the word about the ride on your social media accounts.

THANK YOU:

- Be sure to send thank you messages to your donors and teammates, this can be done via your fundraising page.
- Share the CMHA's "thank you message" and video after the ride and let people know how they made a difference.

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CREATE A TEAM

Create your team:

1. Visit www.ridedonthide.com
2. Select your Province and location.
3. Choose "Register for this Ride".
4. Select your "Rider Level".
5. Accept Waiver.
6. Under "Registration Type", choose "Create a Team"
7. Choose "Type" (i.e., Adult, Youth, etc.).
8. Enter "Team Name", description and goal.
9. Click "Create a Team."
10. Under "Permission Questions", enable both features to be included in the "search function" as well as in the leaderboard for top fundraisers.

Tip: Remember to have fun with your team name, and make sure that you indicate which town you will be riding in as part of your name (i.e. "Mind Matters Kelowna").

Invite others to join your team:

1. Log in to your Ride Don't Hide account at ridedonthide.com/login.
2. Select "Recruit Friends"
3. Personalize the email (if you like) to include information about you, your story, and your team name.
4. Type in or paste in the emails you would like to send to.
5. Click send and your emails will go out to automatically.

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FUNDRAISING

Everyone deserves to feel well, whatever their mental health experience.

In order to thrive, we all need a good sense of self, and we all need purpose, contribution, hope, resilience and belonging. Ride Don't Hide offers a chance to connect while raising critical funds for CMHA's across the country that help Canadians take care of the mental health. And being part of a team means that no one has to go it alone.

The funds raised will benefit those in your community by supporting essential mental health programs. Programs that change lives. Programs that save lives. Here are some tips that our Top Fundraisers have used over the years to get you started:

GETTING STARTED

1. Log in to your Ride Don't Hide account at ridedonthide.com/login.
2. On the left hand side menu, choose "Fundraising"
3. Choose "Get Sponsors". Create your own email or use the template provided to send out emails to people to ask for their support.
4. On the left hand side menu, choose "Manage my sponsors" to send 'Thank You' emails or ecards..

FUNDRAISING TIPS

- Promote yourself – Share some photos and tell your story! Let people know why you're part of Ride Don't Hide and how their donations will help.
- Set a goal – Working towards a goal is motivating for you and for people making donations to you.
- Ask – Tell people in your network about your mission and simply ask them to support you in any way they can. Sending emails and posts on social media are 2 easy ways to get the word out.
- Be creative – There are lots of fun and interesting ways to raise funds! Check out our list of events and challenges on www.ridedonthide.com/blog/ for ideas. Something as simple as a bake sale could make all the difference.
- It's not over until it's over! Donations are accepted after the event so be sure to let people know how you did on the day and encourage any 'last minute' donations.

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DRAFT MESSAGES

Stay connected! Build excitement through regular emails and communications with the latest news about the ride, team members' successes, and new fundraising ideas. Create a team goal and have each team member work towards reaching it. Report back on activity.

- Email your team a short story about how your life has been affected by the ride, or stories and photos from past events.
- Distribute a few sample fundraising and team recruitment emails.
- Encourage your team members to start sending these emails right away.
- Create incentive prizes for those who are excelling at their fundraising efforts.

Below are a few draft messages that can be customized for your purposes.

RECRUIT TEAM MEMBERS

One in five Canadians lives with a mental illness in any given year, but five in five—all of us—have mental health. You have it, I have it. And we all need to take care of it.

I am participating in Ride Don't Hide, hosted by the Canadian Mental Health Association. On June 23, 2019, Canadians from coast to coast are riding to connect—to their own mental health, to each other, to their communities, and to the nation-wide conversation on the importance of mental health for all.

We all deserve to feel well, whatever our mental health experience.

I'm proud to participate in Ride Don't Hide 2019 and ask that you ride with me. Because alone we are strong, but connected we are stronger. Help me bring mental health into the open so no one has to go it alone.

Register to join me today! www.ridedonthide.com

If you can't join me, please consider making a donation: [%PersonalPageLink%](#)

Thanks for your support!

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ASK FOR DONATIONS

One in five Canadians lives with a mental illness in any given year, but five in five—all of us—have mental health. You have it, I have it. And we all need to take care of it.

I am participating in Ride Don't Hide, hosted by the Canadian Mental Health Association.

On June 23, 2019, Canadians from coast to coast are riding to connect—to their own mental health, to each other, to their communities, and to the nation-wide conversation on the importance of mental health for all—and I will be one of them! Ride Don't Hide is a nationwide fundraising bike ride that brings mental health into the open and raises critical funds that support CMHA programs in their own community that help Canadians take care of our mental health.

I'm proud to participate in Ride Don't Hide 2019 and ask that you ride with me. Join me as a rider or show your support with a donation. Help me bring mental health into the open so we can all get the support and help we need to thrive!

Alone we are strong, but connected we are stronger. Help me bring mental health into the open so we can all get the support and help we need to thrive!

Please join me in supporting mental health: [%PersonalPageLink%](#)

Thanks for your support!

FOLLOW UP

Ride Don't Hide is on Sunday June 23rd, 2019 and we are so close to achieving our goal of [X] riders and teams.

It's not too late to support Ride Don't Hide!

Please go to: [team fundraising webpage URL website] to join our team or make a donation for mental health. Alone we are strong, but connected we are stronger.

Thank you for your support!

THANK YOU

To team:

Hi everyone,

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I am pleased to announce that the 2019 Ride Don't Hide event took place on June 23rd, 2019 and with the support of XX riders, we raised \$XX!

Alone we are strong, but connected we are stronger. Our team, [team name] surpassed our goal and raised \$[XX]. The funds that we have raised will go directly to funding programs that support mental health in our own community. This wouldn't have been possible without you by our side.

I wanted to take a moment to say thank you for your involvement and support!

I hope to see you at the 2020 Ride Don't Hide event.

To Donors:

Dear [name],

I am pleased to announce that the 2019 Ride Don't Hide event took place on June 23rd, 2019 and with the support of XX riders, we raised \$XX!

Alone we are strong, but connected we are stronger. Our team, [team name] surpassed our goal and raised \$[XX]. The funds that we have raised will go directly to funding programs that support mental health in our own community. This wouldn't have been possible without your contribution.

I wanted to take a moment to say thank you for your support and I hope we can count on you for the 2020 Ride Don't Hide event. Alone we are strong, but connected we are stronger.

SOCIAL MEDIA

You will need to follow CMHA on Social Media:

Facebook: @CMHA_NTL

Instagram : @cmhanational

Twitter: @chmanational

Follow these channels to get important updates on the ride and information on how you can bring mental health into the open.

When you post your messages, don't forget to add the hashtag:

#ridedonthide

#cmha100

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TIP: You can also post messages for your rider fundraising page to social media using the "GET SOCIAL" link.

DRAFT Social Media Message:

Did you know that more than 53% of people in Canada think depression and anxiety are epidemic? That in any given year 1 in 5 Canadians experience a mental illness, but that 5 in 5 Canadians – all of us – have mental health. And we all need to take care of it to thrive?

That's why I registered for CMHA's Ride Don't Hide, Canada's ride for mental health.

Ride Don't Hide is a nationwide community fundraising bike ride that bring mental health into the open while raising the critical funds for mental health programs and services that change lives. That save lives.

I invite you to be part of this amazing event by joining my team or donating to my page. Because alone we are strong, but connected we are stronger.

Please click the link below to learn more about Ride Don't Hide.

#ridedonthide

#cmha100

THANK YOU!

Your participation and support will help to bring mental health into the open, and ensure that we all have the help with need to thrive. We couldn't do it with you. Thank you for being part of The Canadian Mental Health Association's Ride Don't Hide!