



ride**don't**hide

# 10 Donors in 10 Days

Don't let the negative stories stand. Share your story on your personal fundraising page. Riders who have personalized their page in the past have raised five time more!

## DAY ONE

Start with some of your closest connections. Write a personal email to 5 family members and closest friends. Learn more about writing an inspiring and effective fundraising email [here](#).

## DAY TWO

**+3**  
DONORS

Use the email tools in your Fundraising Dashboard to email 10 of your good friends, work connections and social circle.

## DAY THREE

**+2**  
MORE  
DONORS

Send to as many other contacts as you feel comfortable emailing – your coworkers, classmates, distant relatives, friends of friends, old contacts buried deep in your address book. You're in this for the cause – it will motivate them too.

## DAY FOUR

**+2**  
NEW  
DONORS

Say thanks to everyone who's given so far. Ask them to help spread the word and forward your request to their own connections.

## DAY FIVE

**+1**  
MORE  
DONOR

Get social. At this point, you will likely have received several donations, your thermometer will be filling in and moving you closer to your goal. Promote widely via social media. Use your story and link to your page.

## DAY SIX

**+3**  
NEW  
DONORS

Take a rest and go for a ride.

## DAY SEVEN

Jump offline. Print flyers and posters from the **RDH Rider Centre** and share with your IRL connections. Who? Your neighbours, your kid's teachers, your butcher, your dentist, your dry cleaner... these community members would all love an opportunity to come together and bring mental health into the open. Ask them to sponsor you, and leave them with a poster or flyer to put up.

## DAY EIGHT

**+1**  
NEW  
DONOR

Follow up. Make calls to your day two connections, and send emails to the rest. We're busy people with full to bursting inboxes. Chances are people just need a reminder. I know I do!

## DAY NINE

**+2**  
NEW  
DONORS

Say thanks, again, and make it showy. Post a huge thanks to your social media feed. Announce your progress and how close you all to your goal and give all the credit to your generous donors. Their gifts show that no one has to ride alone.

## DAY TEN



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Canadian Mental Health Association  
Mental health for all



100 years of community

[ridedonthide.com](http://ridedonthide.com)