

Crafting your EMAILS

1 Use our sample emails, personalize them, or start from scratch!

You will find **sample emails everywhere you look**: on the online Rider Centre, in the Fundraising Guide, and on your Fundraising Dashboard.



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

2 Send from your Fundraising Dashboard

Perhaps the easiest way to send out email is **directly through your Fundraising Dashboard**: just enter the name and email address and press send!



We have included a template email on the Fundraising Dashboard, and you should feel free to use these emails "as is." Or better yet, **add a personal touch**.

3 Send from your own email

You can send your emails from your own email account. If you have the time, **customize your emails** and send each potential sponsor their own email.



Word to the wise: **impersonal mass emails are easy to ignore**, and they can trigger the "bystander effect," where people just assume someone else will step up!

We don't recommend it, but if you do choose to send out a mass email, **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 Ride Don't Hide fundraising page in your emails.

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 the [Why I Ride Story Generator](#) for more)
- Tell them your goal and what you're asking. **Be specific.** "Will you help me reach \$XXXX for mental health by making a \$XX 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!"