ridedonthide

GRATITUDE Generator

OR HOW TO SAY THANKS TO YOUR DONORS

Saying thank you is anything but an afterthought.

In fact, it's the single most important thing you can do for your donors.

In Ride Don't Hide, no one rides alone. We want our donors to feel like part of the Ride Don't Hide family.

Mental health may be the cause of our times, but the real reason those donors gave is because of YOU. They gave because you care. So a thank you from you will be more impactful than any email we send them.

You can't say thank you too emphatically or too often—make it 'from the heart' and don't hold back.

SAY IT RIGHT AWAY

Send a thank you right from your Fundraising Dashboard.
You can use the email template there, or even better, write a personal email to each donor.

WHAT TO INCLUDE:

Their Name
This needs to feel personal. You want each donor to feel like you're speaking directly to them.

Thank You
An explicit thank you for their donation – don't be shy or vague about it. "Thank you for sponsoring me."

Their Impact
A note about how their support will help…
- …you realize your goal – "Your donation puts me at 70% of my $500 goal!"
- …have a positive impact in your community – "And your donation has an even bigger reach. Your donation reaches out a hand to people who are struggling and says: 'You are not alone.'"

Next Steps
Any additional steps you might ask them to take:
- "I would love to have you over for dinner to show my gratitude."
- "It would mean the world to me if you would come out on Ride Day and help cheer me over the finish line."

Other Email Tips

- Make them feel special. Make it about them and the impact their donation has.
- Be polite AND personal. Nothing too formal.
- It doesn't have to be long. A few from-the-heart sentences is all it takes. You can refer them to the **Ride Don't Hide** website for more information.

A sample Personal Email

Hi [donor's name],

Wow. I am floored by your generosity. I can't tell you how much I appreciate your support.

Thank you for sponsoring me in **Ride Don't Hide**. Your donation not only puts me over the top, at $700 on my $500 goal, but it means the world to me that you are part of this movement. If you're interested, you can learn more about this amazing community and the work it funds at www.ridedonthide.com.

As you know, supporting mental health is a cause very near to my heart. Your donation is like standing shoulder to shoulder with me and all the other Riders, it is like saying to all of us who sometimes struggle: *You are not alone.*

I would love to have you over for dinner sometime soon. Do you have a free weekend in the next month? I'll give you a call in a few days to discuss!

From the bottom of my heart, thanks again!

[Your name]

THEN THANK THEM AGAIN*

Make a video message for each of your donors – especially if you can't say thanks in person.

Send a real, live, actual letter. Write it by hand. Mail it with a stamp. Who doesn't love getting mail?

Pick up the phone, and not just to send a text. A quick call, for no other reason than to say thanks, will surprise and delight.

Thank your donors on social media. Make a separate post (or Instagram story) for each one. Tag them so they receive a notification and so that their friends and followers see the post too.

Bring the donors over for dinner. Make a toast to them. Share more about why the **Ride** matters to you and how much of a difference their gift will make.

Update your donors on your progress as the Ride approaches. Make them feel like they're along for the ride.

Invite them on a bike ride with you – a leisurely Sunday ride around the neighbourhood or an intense 50k training ride to test out your Ride Day route.

Send a small gift or token. Nothing extravagant, just some small token of appreciation. Homemade baked goods rarely go uneaten…

** Feel free to repeat yourself and do more than one thing on this list.*

AFTER THE RIDE

Update all your donors with your results.

Let them know how the day went and how important their donation was to your success.

- Send Thank You letters or emails to everyone who donated to you and your team. Include a photo of you crossing the finish line.
- Make a social media post saying thanks and announcing how much you raised and how it will help.
- Consider making phone calls to your largest or most generous donors.
- Mention how excited you are for next year and making an even bigger difference.

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Canadian Mental Health Association
Mental health for all

100 years of caring

ridedonthide.com