

# The ART of ASKING

In fundraising jargon, the act of asking for donations is called "the ask". The more comfortable you are with the ask, the better your experience will be. And the greater your success.

## 1. EXPLAIN YOUR RIDE

**"I'm riding in Ride Don't Hide this June because..."**



I want to bring mental health into the open. No one should have to struggle alone.



We all have mental health and we have to take care of it.



We all deserve to feel well.

## 2. ASK FOR A DONATION

**"You can help..."**



Support mental health programs and services that keep people in our community out of crisis. That keep people well.



Bring mental health into the open, so everyone can access the help and support we all need and deserve.



Show that no one has to struggle alone.

## 3. JUST ASK. BE SPECIFIC

Be specific about how and how much to donate. You can't just hint; be direct. Just ask.

**"Donate today by visiting my Ride Don't Hide page. The link is here..."**



No gift is too big or too small - any amount helps keep people out of crisis. If everyone who reads this email donates \$10, we can make a difference together.



I'm asking five friends to give \$100 each. I know that's a lot, but this money is badly needed to keep people out of crisis. Help me smash my goal and smash the stigma that keeps people from asking for the support we all need and deserve.