

# Your Fundraising PEP TALK

## 1 FEEL GOOD ABOUT THE CAUSE

Mental health is one of the most important causes of our time. You are not alone in thinking that. Your friends and family will also feel good that you are raising funds so that no one has to struggle alone.

## 2 REMEMBER: YOU'RE NOT ASKING FOR YOURSELF

Asking for money can be challenging; even stressful. But remember, you're not asking for yourself. You're asking on behalf of all of us: everyone has mental health. And most everyone struggles sometimes.

## 3 YOU ARE BREAKING DOWN THE STIGMA

Just by raising funds for mental health you are telling other people that you care about their mental health. That you are on their side. That they are not alone.

## 4 BE CLEAR ABOUT THE CAUSE

It helps to state clearly why you are raising funds. Your sponsors will want to know that **Ride Don't Hide** funds the vital work of the Canadian Mental Health Association in your community. You can tell them about the programs they are helping to fund.

## 5 USE OUR TOOLS!

Some people are "natural born" fundraisers. For others it's like pulling teeth. Don't worry. We've got your back. Check out the **Fundraising Guide** at our **online Riders Centre** ([www.ridedonthide.com](http://www.ridedonthide.com)).

## 6 SOCIAL MEDIA CHANGED EVERYTHING

You don't need me to tell you that social media has utterly transformed the way we connect. It also makes fundraising *really* easy. Do you have a Facebook or Instagram account? We have sample posts that you can personalize for your own friends and followers. Check them out at the online Rider Centre.

## 7 SEND AN EMAIL

Reaching out to friends, family and colleagues by email is simple, and highly effective. You will find sample emails at the online Rider Centre that make communicating easy.

## 8 IT'S YOUR MENTAL HEALTH TOO

In order to thrive, we all need a good sense of self. We all need to have purpose, and to feel hope. We need to feel that we belong and that we make a contribution. Let **Ride Don't Hide** be *your* ride. Because we all have the right to feel well.

## 9 SET YOUR GOAL

Raise your target if you've reached it early. But don't be overwhelmed by an unrealistic goal. Feel free to change it.

## 10 FINALLY, GO EASY ON YOURSELF

If the fundraising feels stressful, remember to go easy on yourself. There's a lot that you can do very simply. But remember, you can only do what you can do.