



ride don't hide

FUNDRAISING in the time of social distancing

Door-to-door fundraising is not just out of style. And it's not just out of date. It is actually out of the question! The pandemic has made it so. This is also the case for any kind of face-to-face contact with donors or sponsors.

Fortunately, we have all the tips and tools you need to fundraise in these times of social distancing.
And it's easier than you think.

1 Your fundraising page is your very own donation website!

Once you've signed up for Ride Don't Hide, you will be able to create a personalized Fundraising Page with its own website address (also called a URL). You can send your sponsors there to make a donation.

(Hint: Share your website address liberally, in email donation requests and in your social media posts.)

2 Social media is a fundraiser's friend

Whether you use Twitter, Facebook, Instagram, LinkedIn or any other platform, the social post is a great way to spark a fundraising flame.

(Hint: For pointers on how, check out *The art of using social media to fundraise* at the online Rider Centre.)

3 While you're on social media, slide into your DMs.

Your ability to send direct messages (DMs) makes personal contact with would-be sponsors easy.

4 Remember the telephone and low-tech ways to connect.

The phone may have been invented a century and a half ago, but it is one of the most enduring and important tools for communication, and a great way to drum up sponsors.

5 Letter writing is a lost art too.

Canada Post is still there for you. Corresponding by snail mail is a great way to reach out to would-be sponsors. Who doesn't love *real* mail?

6 Don't forget your email.

Email is one of the best ways to reach out to potential sponsors. Start by emailing your friends and family. They will give simply because it's you who's asked.

(Hint: you can also send email directly from your personal fundraising page and we have sample emails waiting for you on the online Rider Centre.)

7 Think outside your circle!

Your family members and good friends aren't the only sources of fundraising support. Think about the folks you know. Do you have their email? Then they may just be your next sponsor.

8 Make the most of high-tech.

Don't be shy: video, using Skype, or Facetime or Facebook Messenger, is a great way to make your fundraising pitch to your sponsors.

(Hint: to prepare a fundraising pitch, see the *Art of Asking* in the online Rider Centre)

9 Plan a virtual fundraising event.

Fundraising events are fantastic ways to raise funds. Don't let the limitations on gathering stop you. Zoom (zoom.us) is a free video platform that offers a great way to host a fundraising event.

(Hint: find out about hosting a fundraising event in our *Physical Distancing, Social Connecting* tool in the online Rider Centre.)



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