

# Ride Don't Hide

## #WHYIRIDE

### Story Kit



# STORY TIME

Mental health has never been more broadly or more openly discussed than right now.

That's because the COVID-19 pandemic has impacted every single one of us.

The pandemic has shown more clearly than ever what you already knew as Ride Don't Hide-er:

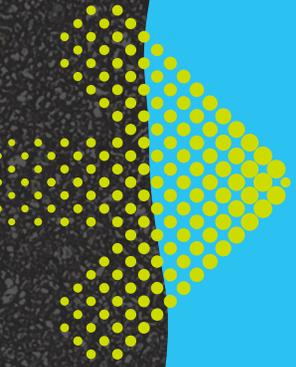
**That while one in five Canadians will experience a mental health problem in any normal given year, five in five – every single one of us – has mental health. We all need to take care of it, now more than ever.**

None of us can do it alone. That's where you come in.

Every time you share your story, someone learns that they're not alone.

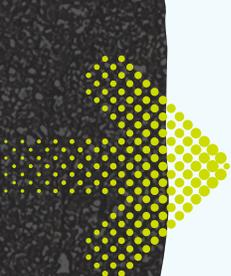
Every time someone sees your commitment to mental health, they understand that their own mental health is worth prioritizing.

Every time you bring mental health into the open, you open the door to help someone else thrive.



Maybe you're riding for yourself.  
Maybe for someone else.  
Maybe you're in it for everyone's  
mental health.

Tell your **#WhyIRide** story.



# WHY TELL YOUR STORY?

Talking about it is still the simplest way to bring mental health into the open.

## FEEL GOOD ABOUT MENTAL HEALTH.

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.

## YOU ARE BREAKING DOWN THE STIGMA.

Just by sharing your story and 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.

## BETTER AND EASIER FUNDRAISING.

The fact is: riders who post a story about why they're riding raise about five times more. Adding a photo of yourself can also attract sponsors. Want to go even further? You can add video and even livestreaming to your fundraising page.

## DON'T LET THE STEREOTYPES STAND.

The media is full of misinformation about mental illness, and mental health struggles. Don't let the myths and negative stories stand. We all struggle sometimes, and bringing it into the open shows that no one should have to struggle alone.

# FIND YOUR STORY

Personal stories are a powerful way to connect, to raise funds and to end stigma. Here's how to make it meaningful:

## Ask yourself 'why do I ride?'



Here's some questions to get you started:

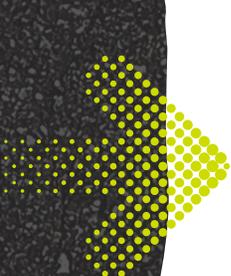
- Who are you riding for? Yourself? A loved one? For everyone to feel well?
- Why does mental health matter to me? Why is it my cause?
- What does Ride Don't Hide make me feel?
- What would the world be like if no one had to hide?

Write down your answers. Don't worry about getting it 'right', just let it flow.

## Choose the most compelling reasons



Now that you have a list, underline or highlight your most compelling reasons. Sometimes an outside opinion can be helpful; be brave and asked for feedback.



## Write a rough draft.

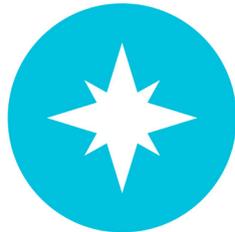


Now you have the content to begin writing!

One way to get into your story is simply by starting your first sentence with “I’m riding in Ride Don’t Hide in June because...”

Remember to stay grounded in your own experience, and on your own personal reasons for riding.

## Put on the polish.

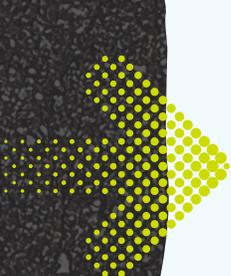


You want it to be pithy and you want it to be personal. Keeping it to 2 or 3 paragraphs will keep it readable.

## Share your story.



Your “Why I Ride” story shows everyone who sees it that their mental health is important and that they are not alone. It is also key to your fundraising efforts. Include your #WhyIRide story on your own fundraising page. You can also adapt it to personalize your fundraising emails and your social media posts.



# SHARE YOUR STORY

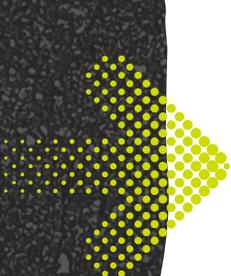
Getting your story out into the world may just be the most important part. Here's how to share it:

Your story can live in many places — your personal fundraising page, your emails to recruit team members and donors. But social media gives you a bigger reach.

On social media you can write your story as a caption and post with or without a photo, but one truly powerful way of sharing is by video. Your voice and your face will bring your story to life.

1. You can print a #WhyIRide sign and complete it – it'll give you something to do with your hands!
2. Record a video of you telling your #WhyIRide story.
3. Post to social media. You can also share it on your fundraising page.
4. Direct people to [www.ridedonthide.com](http://www.ridedonthide.com) to sign up or to donate.
5. Use the hashtags #RideDontHide and #WhyIRide. Tag CMHA National at:





## Don't want to tell your own story? You can use ours!

Instead of your story, record yourself reading this:

**So many of us don't feel like ourselves these days. This June, I am part of Ride Don't Hide – a movement for mental health. I ride for my mental health and I am raising funds for CMHA mental health programs in my community. So that everyone can get the support they need to thrive.**

**I ride for mental health. I ride so we all have a chance to feel well. I ride so that no one has to ride alone.**

## Finally... Ask us for support. Anytime.

We are here for you! Feel free to reach out to us with your questions: [info@ridedonthide.com](mailto:info@ridedonthide.com). Or if you'd rather reach us by phone, you can reach out to your local CMHA branch at [www.ridedonthide.com/locations](http://www.ridedonthide.com/locations)