

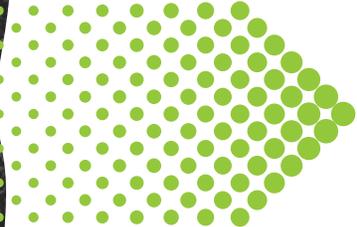
Ride Don't Hide

TEAM

Toolkit



WHO RIDES BY YOUR SIDE?



Social connection can reduce stress and give one a sense of meaning, purpose and belonging. Supportive social ties can have a direct impact on our happiness and can reduce blood pressure, heart rate and stress hormones.

In a time of unprecedented uncertainty, stress, anxiety and physical distancing, we all need connection to and support from our communities, now more than ever.

Alone we can be **strong**, but together we're **unstoppable**.





BE A LEADER

You can make sure that #NoOneRidesAlone.



Recruit - Think about who you want by your (virtual) side. Start by calling your closest friends and family, your inner circle. Then think bigger—your coworkers, classmates and neighbours. Inspire them by explaining that Ride Don't Hide means no one rides alone.



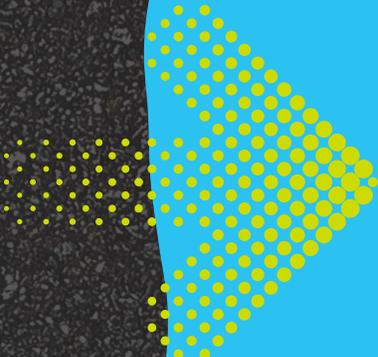
Inspire - As team captain, you are your team's biggest fan. Your energy and passion will inspire your teammates to come out for Ride Don't Hide. Be generous with the thank yous, encouraging messages and updates along the way.



Empower - Once you've built your team, come up with a joint goal. Make it ambitious (but doable), so your team members push a little past their comfort zone. When you smash you goal, reach a little higher!



Lead - It can be hard to envision how a virtual ride works. As team captain, you can help with hints, tips, tricks and support. Hold virtual team pep rallies through a teleconferencing platform.

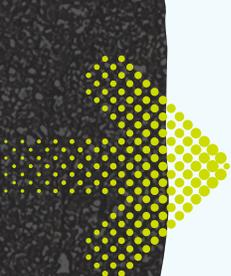


HOW TO

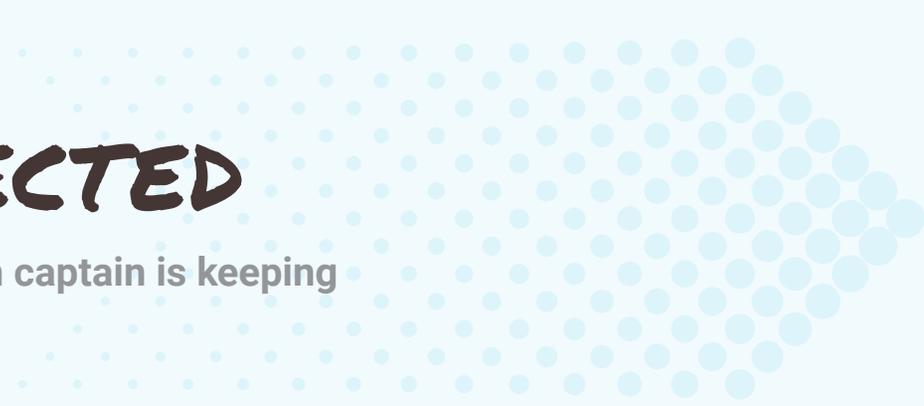
You can create a team through your Fundraising Dashboard:

1. Log in by clicking Account Login at www.ridedonthide.com, then go to your Dashboard page.
2. Click on 'Change Team Membership' on the right hand side, under Event Information.
3. From the drop down menu, choose Create a new Team, then enter your team name, team goal and team type.

This will make you the Team Captain and unlock new pages, emails and more within your Dashboard!



STAY CONNECTED



Your most important job as team captain is keeping the team together!

Stay connected! Build excitement through regular emails and communications with the latest news about the ride, team members' successes, and new fundraising ideas.

- Email your team a short story about how your life has been affected by the ride, or stories and photos from past events.
- Distribute a few sample fundraising and team recruitment emails.
- Encourage your team members to start sending these emails right away.
- Create incentive prizes or extravagant thank yous for your fundraising rockstars.

Below are a few draft messages that can be customized for your purposes and provided to your team captains and riders.



RECRUIT TEAM MEMBERS

Hi [their name]

One in five Canadians lives with a mental illness in any given year, but five in five—all of us—have mental health. You have it, I have it. And we all need to take care of it.

I'm part of Ride Don't Hide this year. Ride Don't Hide 2021 will take place in neighbourhoods across Canada. No matter where you call home, you can ride and raise funds. It's your ride, your way.

In June 2021, thousands of riders—and walkers, runners, yogis, spinners, dancers, families, rope-jumpers, HIIT trainers and more—will come together to ride outside, ride inside or ride in spirit to raise funds for mental health in their own communities.

I'm proud to participate in Ride Don't Hide 2021 and ask that you ride with me. Because alone we are strong, but connected we are stronger. Help me bring mental health into the open. Raise funds for mental health to get one more person the help they need.

Register to join me today! [team page link]

If you can't join me, please consider donating: [personal page link]

Thanks for your support!

[Your name]



ASK FOR DONATIONS

Dear [their name],

One in five Canadians lives with a mental illness in any given year, but five in five—all of us—have mental health. You have it, I have it. And we all need to take care of it.

I am participating in Ride Don't Hide, hosted by the Canadian Mental Health Association.

Ride Don't Hide 2021 will take place in neighbourhoods across Canada. No matter where you call home, you can ride and raise funds. It's your ride, your way. In June 2021, thousands of riders—and walkers, runners, yogis, spinners, dancers, families, rope-jumpers, HIIT trainers and more—will come together to ride outside, ride inside or ride in spirit to raise funds for mental health in their own communities.

I'm proud to participate in Ride Don't Hide 2021. Join me as a rider or show your support with a donation. Let's raise funds for mental health to get one more person the help they need.

Please join me in supporting mental health: [personal page]

Thanks for your support!

[Your name]

FOLLOW UP

Ride Don't Hide is happening within the month of June and we are so close to achieving our goal of [X] riders and teams.

It's not too late to support Ride Don't Hide!

Please go to: [team fundraising webpage URL website] to join our team or donate for mental health. Move more, give back and feel better.

Thank you for your support!



THANK YOU

To teams:

Hi everyone,

I am thrilled to announce that the Ride Don't Hide 2021 event took place this June and with the support of [XX] riders, we raised [\$XX]! Our team, [team name] surpassed our goal and raised \$[XX]. The funds that we have raised will go directly to funding programs that support mental health in our own community.

I wanted to take a moment to say thank you for your involvement and support!

I hope to see you at the 2022 Ride Don't Hide event.

To Donors:

Dear [name],

I am pleased to announce that the Ride Don't Hide 2021 event took place this June and with the support of [XX] riders, we raised [\$XX]! Our team, [team name] surpassed our goal and raised \$[XX]. The funds that we have raised will go directly to funding programs that support mental health in our own community.

From the bottom of our hearts and on behalf of everyone helped - THANK YOU!

[Your name]

Finally... Ask us for support. Anytime.

We are here for you! Feel free to reach out to us with your questions: 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