



FUNDRAISING TIPS #1

Thank you for your support of the Black Dog Ride to the Top End 2018! Every kilometre counts and every conversation counts. Raising awareness of depression and suicide prevention is the cornerstone strategy for preventing suicide and encouraging people living with mental illness to seek support. Your participation and contribution to this suicide prevention project is sincerely appreciated by Black Dog Ride and the community as a whole.

It is not compulsory to fundraise if you're participating in a Black Dog Ride, however most Black Dog Riders do so and they enjoy it, appreciating the life saving value in the conversations around suicide prevention which are initiated by our rider's fundraising efforts.

To help you maximise your fundraising we've provided some start up fundraising tips below, which may be useful to you if this is your first time fundraising.

Personalise Your Give Easy Fundraising Page

If you haven't set up your Give Easy Page yet, now is the time to do it. Get started here:

<http://www.blackdogride.com.au/view/topend2018>

Click the link above, then click *Start Fundraising* and create your own fundraising page, or click *Log In* if you already have an account. Make it "your own" by uploading your own picture and telling your own story on the page: why you are involved in Top End 2018; why it's important for you to raise awareness and funds for grassroots community mental health projects. Speak from the heart, tell them why you're involved, and your words will resonate with people.

Email Your Close Friends And Family First

Start your fundraising by sending an email to close friends and family and those you think are likely to be your most generous supporters first, before asking others to donate. People tend to match the amounts already donated. Compile a list of email addresses, ensure they are BCC'd to keep people's information private, and draft the email. A sample is provided over the page.



Sample Email (Use as is or change it around to reflect your own circumstances and experiences):

I'm taking part in the Black Dog Ride to the Top End 2018 mental health awareness campaign. I'm joining hundreds of fellow riders on the road to Darwin, and raising awareness of and for grassroots community mental health projects in Australian regions..

This is a cause that is close to my heart. 8 Australians die by suicide every day, and there is a suicide attempt every 10 minutes in Australia. By raising awareness of this issue on my journey with Black Dog Ride, and by raising funds to support mental health support services at the coalface, we will empower communities with knowledge around mental health, encourage people to seek support, and help prevent the tragedy of suicide.

I would welcome any contribution, great or small, that you could make to my fundraising page: ([insert your Give Easy fundraising page link](#)) All donations are tax deductible and a receipt is emailed to you immediately. Thank you for your support of this life saving cause.

Change Your Email Signature

Change your email signature at work and/or at home to add a line at the bottom which includes the web address of your Give Easy Fundraising Page, and perhaps add a personalised message to inspire and encourage people to donate. Click [HERE](#) to download a Top End 2018 JPEG from Black Dog Ride's website that you can use as part of your email signature block.

Social Media Sharing

Let your social media circle know you're involved in the Black Dog Ride to the Top End 2018 mental health awareness campaign, and even more importantly, why you're participating, and share your Give Easy page link with them regularly on Facebook, Twitter, Linked In etc.

Progress Updates Keep People Tuned In!

Remember to keep your supporters informed by updating your Give Easy Page regularly. Email or post social media updates to your friends, family, and colleagues about your ride preparation progress and why the ride is important to you. Remember to personally thank everyone who donates to your Give Easy page.