



FUNDRAISING TIPS #2

Thank you for your support of the 2015 Black Dog Ride Ride to the Red Centre! Every kilometre counts and every conversation counts. Raising awareness of depression and suicide prevention is vital in preventing suicide and encouraging people to seek support. Your participation and contribution is sincerely appreciated.

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 begin by a rider's fundraising efforts. To help you maximise your fundraising we provided some start up fundraising tips in Fundraising Tips #1. If you need a copy, download it [here](#). More fundraising ideas are below.

INVOLVE YOUR WORKPLACE, CLUB, OR COMMUNITY GROUP

By fundraising for the 2015 Black Dog Ride to the Red Centre you are making a real difference in our communities for a cause close to your heart. Sharing your participation in the Black Dog Ride to the Red Centre with your club or colleagues invites them to be involved in your journey and an active partner in raising awareness and funds for this vital cause. At your next staff, club or community meeting, talk about your upcoming Black Dog Ride to the Red Centre. Be creative:

- * Offer to make a presentation to your club or colleagues about mental health and why it's so important to raise awareness of depression & suicide prevention. Speak from the heart. This is a great time to pass the hat around.
- * Hold a work challenge like a dress down (or up!) day, or a mental health morning tea for a gold coin donation.
- * Keep a donation tin (and a Winston!) in a prominent place at work or in the club.
- * Ask for your Ride to be included in your club or company website or newsletter. You can offer to provide a follow up article after the Ride.
- * Talk to your employer or club president about a matched giving scheme – whatever your colleagues or club members can raise can be matched by the employers or club. Remember, all donations over \$2 are tax deductible! Your Ride Coordinator will have a BDR receipt book if receipts are required.

LOCAL BUSINESSES LOVE TO SUPPORT LOCAL INITIATIVES

Have a chat to your local businesses. You'll be surprised at how many people are impacted by depression and suicide and how touched they are by your Ride. Local businesses may also offer to donate proceeds of a stock item for a period of time, or have a donation tin on their counter. They may give you permission to hold a sausage sizzle or even offer to help out with one! By starting the conversation, you're getting your whole community involved! Contact us if certificate of insurance or letters for permission to fundraise are required.

PROGRESS UPDATES KEEP PEOPLE TUNED IN!

Remember to keep your supporters informed by updating your Everyday Hero Page regularly, emailing and sharing regular updates to your friends, family, and colleagues, and personally thanking everyone who donates.