



FUNDRAISING TIPS #2

INVOLVE YOUR WORKPLACE, CLUB, OR COMMUNITY GROUP

Sharing your participation in Black Dog Ride to the Top End 2018 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. 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 contribution to the cause.
- * Keep a donation box (and a Winston!) in a prominent place at work or in the club.
- * Talk to your employer or club president about a matched giving scheme – whatever your colleagues or club members raises can be matched by the employers or club. Remember, all donations over \$2 are tax deductible!

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 in playing a role in suicide prevention!

PROGRESS UPDATES KEEP PEOPLE TUNED IN!

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

Remember to share photos and anecdotes of your community fundraising experiences with Fiona so she can share them with the wider community to uplift the whole Black Dog Ride community. Text Fiona on 0488-050-676 or email Fiona on: community@blackdogride.com.au