



**mattamy**HOMES

# BIKE FOR BRAIN HEALTH

SUPPORTING

**Baycrest**

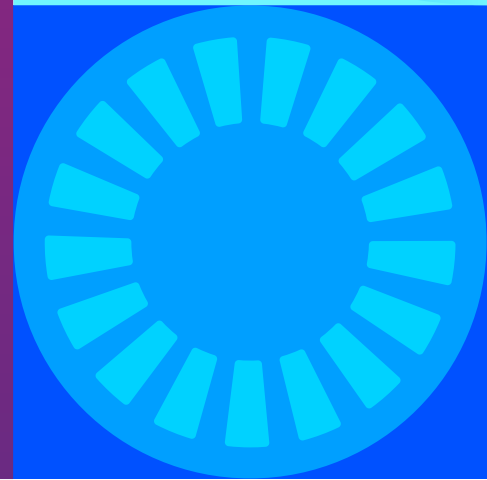


**June 4,  
2023**

# How to Fundraise Guide

[#FearNoDistance](#) | [bikeforbrainhealth.ca](http://bikeforbrainhealth.ca)

[@BaycrestFoundation](#) [@Baycrest](#) [@SupportBaycrest](#)



# We want to help you meet and exceed your fundraising goals!

**You are required to raise a fundraising minimum to participate in the Mattamy Homes Bike for Brain Health (\$125 for 25km, \$150 for 50km and \$150 for 75km).**

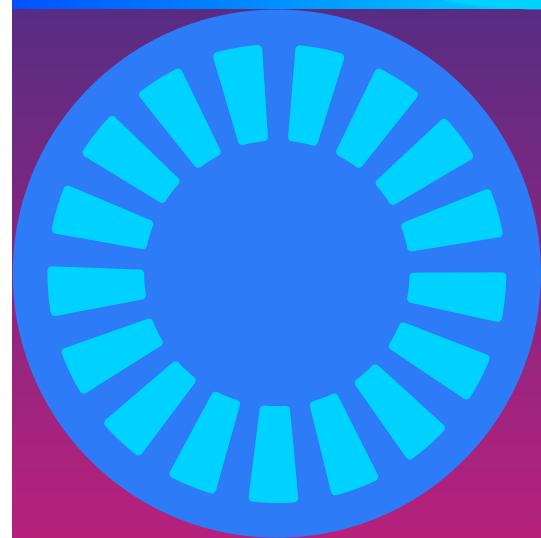
**Here are the first four first steps you should take to race towards your fundraising goal!**

## 1. Secure Your First Donation Today

Ask for your first donation today! Think of all the people you know like your family, friends, co-workers and ask them for support. Once you get that first donation, you'll see how easy it is to keep up your fundraising momentum. The sooner you get started, the easier it will be to reach your fundraising goal. If you're still finding it tricky, you can begin by donating to yourself. Your supporters will see you're invested in your fundraising success!

## 2. Email Everyone

Through your Participant Centre, you can easily forward emails to all of your contacts. You will find emails already written for you to send as follow ups and thank-yous. Even better, personalize an email with your story. Why are you committed to the Mattamy Homes Bike for Brain Health? Inspire your donors to support you! Follow up with a phone call or text to everyone you emailed after a week to secure a donation if they haven't already donated online.



### 3. Spread The Word

Email is just one tool you can use, but there are many other ways of connecting with people you know. Use your social media channels like Facebook, Instagram and Twitter to tell people about your incredible fundraising efforts with a link to your personal fundraising page. Go the extra distance and directly message your friends and family with the link.

### 4. Speak To Your Employer

Don't be shy – ask your colleagues and business contacts to support you in your fundraising efforts. Put a link in your email signature so everyone you work with knows what you're doing. Don't forget to find out whether your company offers a corporate matching gift program, which can double your fundraising quickly!

### **BONUS TIP!** **Change Your Fundraising Goal**

Once you hit your first fundraising goal, increase it! Participants who raise \$1,000 or more become our Fearless Fundraisers and that comes with some great perks. These perks include exclusive access to our Fearless Fundraiser Lounge with a complimentary hot breakfast and lunch on event day. You'll even get bike valet services when you're inside the Enercare Centre.

