

FUNDRAISING FOR THE HAWAIIAN RIDE FOR YOUTH HELPS YOUTH FOCUS TO DELIVER LIFE-CHANGING MENTAL HEALTH SUPPORT TO YOUNG WESTERN AUSTRALIANS. THANK YOU FOR MAKING A DIFFERENCE.

hawaiian

RIDE  
FOR  
YOUTH

youthfocus

## YOUR RIDE IMPACT PLAN

### WEEK 1

#### POTENTIAL TOTAL: \$500-\$1200

1. Start by writing down **why you ride**. Display this somewhere you'll see it often, like your desk, your fridge, or even your helmet!

2. Ask the one person who won't say no to you for a \$100 donation **today**.

**+ \$100**

3. Did you know that Riders who send out 15+ personal emails raise 4x as many funds? Most Riders raise \$300 to \$1000 every time they send out a round of emails. Send a **personal email** to everyone in your address book.

For tips on writing these emails, see our guide here:

→ [rideforyouth.com.au/fundraising-resources/peer-to-peer-fundraising-tips](https://rideforyouth.com.au/fundraising-resources/peer-to-peer-fundraising-tips)

**+ \$300-\$1000**

4. Post the following along with a photo on your social media pages right now with a link to your personal page: "I am taking on the epic challenge of riding 700km from Albany to Perth for the Hawaiian Ride for Youth. All funds raised support Youth Focus and young people with mental health challenges. Please support me with a donation today!"

Hint: Include your individual profile URL.

**+ \$100**

### WEEK 2

#### POTENTIAL TOTAL: \$1200-\$2400

1. Post a message on your **social media pages** with your personal reason for making a donation.

**+ \$100**

2. Call at least two **family members** - tell them about why you're riding, share an update on your progress, and ask for a donation.

**+ \$100**

3. Ask your **employer** for a donation! Many companies will match your fundraising efforts, and are eager to support their employees and the local community.

**+ \$500-\$1000**

For more fundraising tips and resources, please visit:

→ [rideforyouth.com.au/fundraising-resources/](https://rideforyouth.com.au/fundraising-resources/)

ON AVERAGE,  
RIDERS RAISE  
\$2500-\$4300  
BY FOLLOWING  
THESE STEPS!



# YOUR RIDE IMPACT PLAN

## WEEK 3

**POTENTIAL TOTAL: \$1800-\$3300**

**1. Thank your donors** on social media and ask them to spread the word. Other contacts will see the activity on your News Feed and want to donate too!

**+ \$200**

**2.** Our seasoned riders have all kinds of interesting ways of raising funds for the Hawaiian Ride for Youth. Everything from **quiz nights to battle of the bands!** Check out our Guide to Fundraising Events here:

→ [rideforyouth.com.au/fundraising-resources/guide-to-fundraising-events](https://rideforyouth.com.au/fundraising-resources/guide-to-fundraising-events)

**+ \$100-\$200**

**3.** Think of **three to five businesses** you frequent who could donate - your bank, where you get your car serviced, yoga studio, supermarket, restaurant, coffee shop. Take a donation form with you or call them to ask for a donation!

**+ \$300-\$500**

**YOU GOT THIS!  
EVERY DOLLAR  
YOU RAISE MAKES  
AN INCREDIBLE  
IMPACT**

## WEEK 4

**POTENTIAL TOTAL: \$2500-\$4300**

**1.** Send an **email update** to all your contacts. Thanks those who have donated, tell them about your progress and let them know how much further you have to your goal!

**+ \$200**

**2.** Post to **social media** again asking for support

**+ \$200**

**3.** Invite your **close family and friends** over for morning tea or dinner, thank those who have donated, show them one of the Hawaiian Ride for Youth videos (available on the Fundraising Resources page of the Ride website)

**+ \$200-\$400**

**4.** You're almost there! **Call a close loved one** and ask for the amount you need to reach your goal.

**[rideforyouth.com.au](https://rideforyouth.com.au)**

The Hawaiian Ride for Youth is held annually in March with riders covering over 700kms from Albany to Perth to raise funds and awareness for Youth Focus.

The Hawaiian Ride for Youth raises funds to support Youth Focus' youth mental health services, with a vision to remove the stigma associated with mental health.

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FOR  
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 youthfocus