active minds

MENTAL HEALTH MATTERS

Your support. Your network. *Your difference*.

When you fundraise for Active Minds you are directly changing the conversation around mental health in your community. As a mental health advocate, you share information and resources about our work and promote your fundraiser to make an impact in your community and beyond as we work to get our mission in front of everyone.

Start a Fundraiser

It doesn't matter whether you are fundraising in honor of someone or for a special occasion coming up, starting a fundraiser is as easy as **1, 2, 3**:

1 **Decide how and why you're fundraising**. Whether starting a challenge (like a run, bike, swim, marathon, or 5K), to streaming, teaming up with coworkers, celebrating a special occasion, or any other reason!

2 **Choose your platform**. Active Minds can help you build a customizable page to share, and you can also fundraise on Facebook, Twitch, Charity Miles, and more!

3 **Decide on your timeline**. From a day, a week, or even year-round, set a goal for when to reach out to your network.

Our Community Fundraising team is here to help you become a mental health advocate!

Visit *activeminds.org/fundraise* for tools and resources and contact information to get in touch!

Set Your Goals

The Active Minds team is here to help you reach and *beat* your goals. Whether you're new to fundraising or have done it before, the MINDS method can help::

M - Make a personalized fundraising page

I - Implement a timeline

N - Network and encourage donations/support

D - Decide on some measurable goals

S - Share the impact of Active Minds

Share with your Network

One of the most important parts of fundraising is encouraging support for your fundraiser. Sending personalized messages and compelling stories about why you are fundraising is the key to inspiring those around you to donate to your cause.

Remember: fundraising is a form of mental health advocacy and helps to change the conversation around mental health in your community!

HOW I FUNDRAISED: *Swim a Mile*

A personal example from a current Active Minds Chapter President, Imani @ American University!

Start a Fundraiser

Why did we fundraise? In memory of high school and middle school families who have been affected by mental health, and to encourage others to start mental health conversations with their peers.

How did we fundraise? My swim team raised money through a "Swim a Mile" fundraiser. Donors would contribute $1 for every six laps their swimmer(s) of choice completed, as there are 36 laps in a mile in a 25 yard pool. There was a Facebook livestream showing laps completed for donors who couldn't make it in person. Donors could also give as much money as they wanted outside of lap counting. Any funds raised from the purchase of snacks or team merchandise during the event went towards the fundraiser as well.

Set Some Goals

M - **Make a personalized fundraising page**: Considering why our swim team fundraised, we personalized our fundraising page by: 1) summarizing the mission of Active Minds, 2) connecting our "why" to their mission, 3) explaining how the fundraiser will be hosted, what our goals are, and where the money raised will be going, and 4) what we hope to take away/accomplish from the experience.

I - **Implement a timeline**: Due to the size of the team and the limited number of lanes in the pool, we decided to have half of the swimmers do their mile on Saturday and the other half to do theirs on Sunday, so the fundraiser was two days long.

N - **Network and encourage support** (consider making the first donation!): Swimmers encouraged support for the fundraiser by spreading the word to family and friends. This made it so that we had a sufficient amount of volunteers to count laps or sell snacks and merchandise the days of the fundraiser.

D - **Decide on some measurable goals**: Our team's initial goal was $500, which was surpassed by over $200, raising our goal from $500 to $750!

S - **Share the impact of Active Minds**: To bring attention to the mission of Active Minds, we made use of the free VAR (Validate, Appreciate, Refer) resources, equipping not only swimmers but all members of the community with the language necessary to make the conversation around mental health comfortable and accessible.

Share with your Network

Swimmers were encouraged to share this fundraiser with friends and family two weeks prior to its beginning. Flyers were placed around the school and in the neighborhood surrounding it. The swim team also advertised the event on Facebook and Instagram. The fundraiser was also shared on the weekly parents newsletter via email and mail.

SIGN UP FOR OUR TOOLKIT
for more information!