

Chapter Fundraising Guide

Learn how to get started today

Doing a fundraiser – like a bake sale, garage sale, community walk, or open mic night – as an Active Minds Chapter is easy and a direct way to mobilize the people around you to join our movement for mental health change.

Whether you are a new chapter, or one with a lot of experience, we have resources for you to be successful in supporting yourselves and supporting the Active Minds movement.

FUNDRAISING STEP-BY-STEP



1 CHOOSE HOW YOU'RE FUNDRAISING!

You can have a bake sale, sell tickets to an open mic night or potluck, host a relay race, and more. Have an idea, but unsure of what the next steps should be? Email our Community Fundraising Team at fundraise@activeminds.org and we'd be happy to help.

2 CHOOSE HOW YOU'LL COLLECT DONATIONS!

You can [create a personalized fundraising page](#) and give people a donation URL unique to you! You can also collect cash or use a payment app.

3 DECIDE ON YOUR TIMELINE!

Is your fundraiser next week, next month, next season? It's important to give yourself enough time to do the planning, administrative tasks, and advertising you'll need to host a successful event.

4 SPREAD THE WORD!

Customize a fundraising page to tell others why Active Minds is important to you. Post about your fundraiser online or around common areas at your school. Ask your friends and loved ones to donate to further the mission.

And finally, embrace the moment! This fundraiser can be an opportunity to connect with your community, loved ones, and peers to remind them that support is available, and demonstrate that we can all reduce stigma around mental health. Your chapter is doing critical mental health advocacy work that will create a mentally healthy future for all.

TIPS FOR SUCCESS

Build a Team

The more people working with you, the lighter the load. Make sure to delegate tasks clearly so that everyone knows what role they play.

Consider Partnering

Partner with another group at your school to double your reach and impact.

Ask Those Around You for Support

Some may be able to donate, some may be able to share about your fundraiser online. Some may do both; you won't know until you **ask**!

Remember!

You're contributing to a cause that you're passionate about, no matter the amount of donations you collect. And every fundraiser is a learning experience for the next one!

A COUPLE OF IMPORTANT NOTES:

There is no requirement for Active Minds Chapters to fundraise. Chapters may choose to fundraise in ways that work for their specific chapter or within their school policies to cover the costs of their operations, events, or for other necessary items. Separately, chapters may choose to fundraise for Active Minds' national mental health movement. Any funds raised via Active Minds fundraising pages remain with the national office and donors will receive a tax donation receipt noting their contribution to our charitable organization.

On using the Active Minds W9 or other nonprofit designation documents: Active Minds is a national 501(c)3 organization, which means that we are a tax-exempt nonprofit recognized by the federal government. Our W9 is the document that most organizations and businesses need to make more significant donations or make donations that will be associated with their taxes. Since the Tax ID number contained on the W9 is associated with the Active Minds National Office, all funds raised in reference to that number must come directly to the National Office.

If you have questions about accessing or using the Active Minds' W9 or Tax ID number, email fundraise@activeminds.org.

CONNECT WITH THE NATIONAL STAFF

Questions about planning a fundraiser or requesting donations? Want to share what went well about your latest fundraiser? **Reach out to the Community Fundraising Team at fundraise@activeminds.org.**

Want to connect about other chapter-related questions or programmatic support?

Reach out to the Chapters Team at chapters@activeminds.org!!