BY CREATING A FUNDRAISER FOR MENTAL HEALTH MINNESOTA, YOU CAN HELP IMPROVE LIVES. YOU CAN HELP SAVE LIVES.

WILL YOU JOIN US?

FUNDRAISING TOOLKIT

ABOUT MENTAL HEALTH MINNESOTA

>> Mental Health Minnesota, an affiliate of Mental Health America, is a trusted provider of mental health education, resources, and support statewide since 1939. Our #B4Stage4 approach prioritizes prevention and early intervention, aiming for mental wellness for all Minnesotans.

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Welcome!!

We're thankful for your unwavering support of our organization and are thrilled that you've decided to make an even bigger impact by becoming a fundraiser on behalf of Mental Health Minnesota.

Supporters like you make the nonprofit world go 'round. Your partnership in supporting our mutual cause means that by deciding to become a fundraiser, you're taking the partnership to the next level: introducing us to your network. That's a big deal!

To ensure you're equipped with all the right tools, tips and tricks, we've created this Fundraising Toolkit.

Whether you're new to nonprofit fundraising or are a social fundraising master, this Fundraising Toolkit will help you raise funds to support the mission and work of Mental Health Minnesota. We want your fundraising journey to be easy and fun, so this guide is designed to walk you through creating a successful fundraising campaign.

Get ready to raise some funds for a good cause!

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MENTAL HEALTH Minnesota
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Getting Started: Setting Your Goal and Telling Your Story

Set Your Goal

Setting a goal for your fundraiser is your first step. An initial goal of $250 is a good place to start. Once you've reached your goal, you can increase it and raise more funds. However, you best know your social network, so you should set an initial goal based on any information you have on others' capacity to support your fundraising effort. Set a goal that feels ambitious but reachable.

PRO TIP: To jumpstart your campaign, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.

Tell Your Story

Your story is the first thing people will see when visiting your fundraising page, so your goal is to make it as impactful as possible.
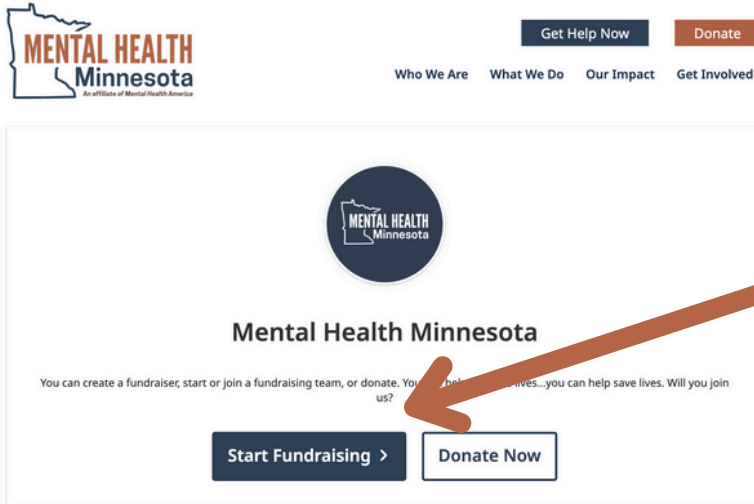
It's important to communicate how our organization's mission has impacted your life in a meaningful way and why you've decided to fundraise on our behalf. And don't hesitate to pull at their heartstrings; people are more likely to give if there's an emotional connection.
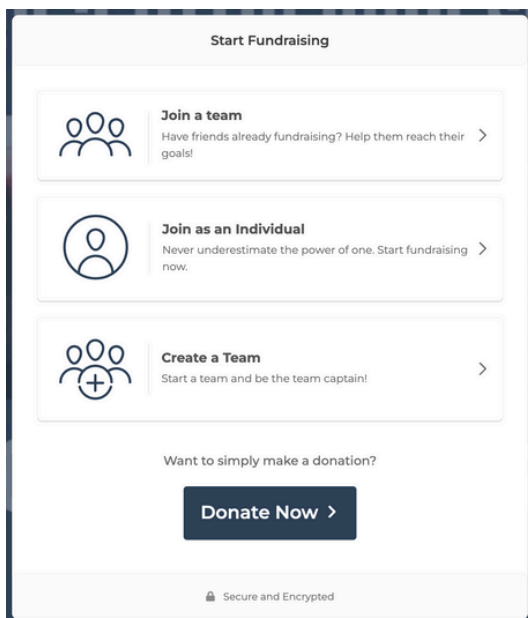
ABOUT MENTAL HEALTH MINNESOTA

Mental Health Minnesota, an affiliate of Mental Health America, is a trusted provider of mental health education, resources, and support statewide since 1939. Our #B4Stage4 approach prioritizes prevention and early intervention, aiming for mental wellness for all Minnesotans.

Getting Started: Setting Up Your Fundraising Page

Start by visiting the "Start a Fundraiser" page on Mental Health Minnesota's website (www.mentalhealthmn.org > Get Involved > Donate > Start a Fundraiser) or scan the QR code.

MENTAL HEALTH Minnesota
An affiliate of Mental Health America

Get Help Now   Donate

Who We Are   What We Do   Our Impact   Get Involved

Mental Health Minnesota

You can create a fundraiser, start or join a fundraising team, or donate. You can help save lives...you can help save lives. Will you join us?

Start Fundraising >   Donate Now

Click the "Start Fundraising" button

Start Fundraising

Join a team
Have friends already fundraising? Help them reach their goals!

Join as an Individual
Never underestimate the power of one. Start fundraising now.

Create a Team
Start a team and be the team captain!

Want to simply make a donation?

Donate Now >

🔒 Secure and Encrypted

Choose how you want to start fundraising.

You can start an individual fundraiser or create a new fundraising team.

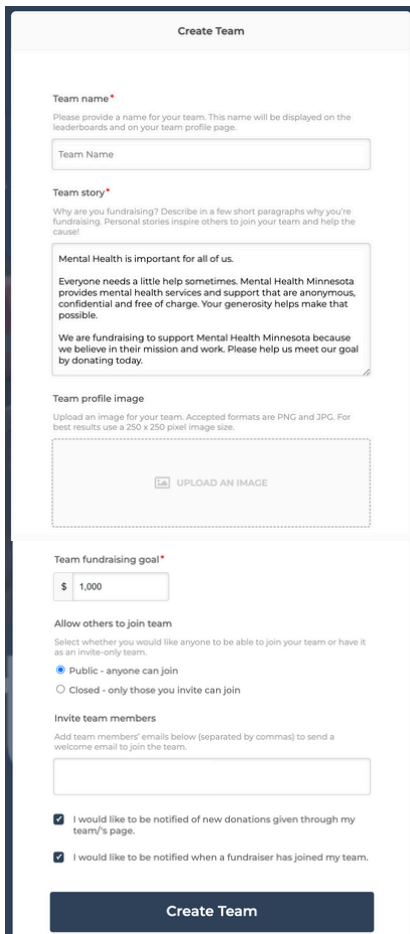## Getting Started: Creating a New Team (as a New Team Captain)
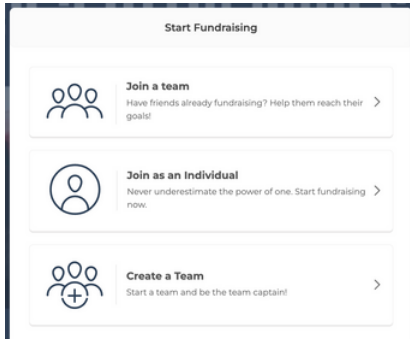
Step #1

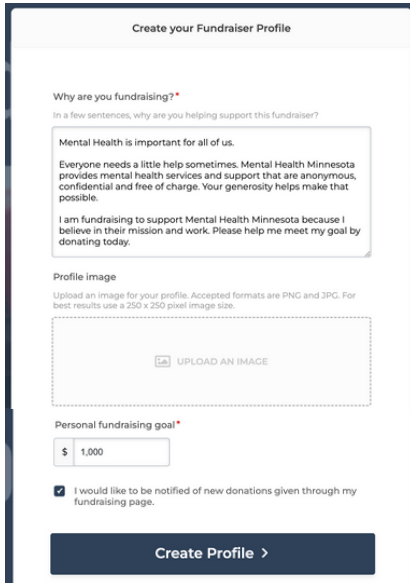Click the "Create a Team" button.
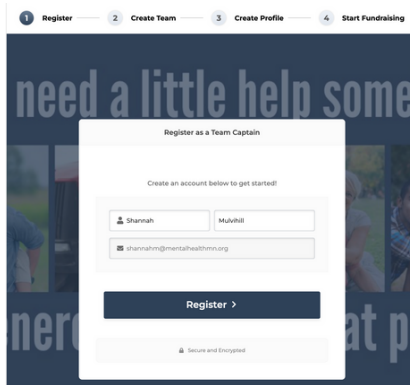
Step #2

Register as a Team Captain by entering your name and email address and click "Register".

Step #3

Create your Team by completing the online form, including:

- Your Team Name
- Your Team Story
- Upload a Team Image (JPG or PNG, 250 x 250 pixel image size is best)
- Set a Team Fundraising Goal (this should represent the total goal for all fundraisers who will be joining your team).
- Choose how you want others to join your team. If you make it public, anyone can join as a fundraiser for your team. If it is "closed", only people you invite can join your team as a fundraiser. Add email addresses for anyone you would like invited to your team.
- Choose whether you would like to be notified about donations to your team's page and/or when other fundraisers join your team.
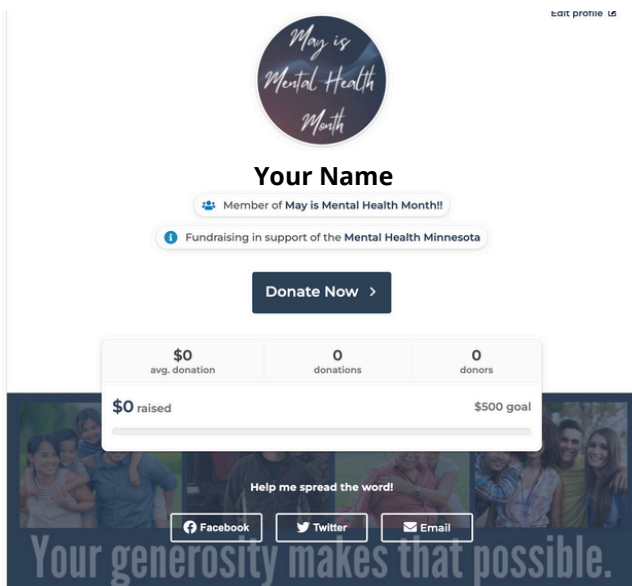- Click the "Create Team" button.

Step #4

Create your Fundraiser Profile. This page reflects your fundraising goals as an individual member of the team you have created. The profile includes:

- Why you are fundraising (this is where you share your "why")

- Upload a profile image (JPG or PNG, 250 x 250 pixel image size is best)

- Set a <u>Personal</u> Fundraising Goal (this should represent your personal fundraising goal as a contributor to your team).

- Choose whether you would like to be notified about donations to your personal fundraising page.

- Click the "Create Profile" button.

Example of Fundraising Page
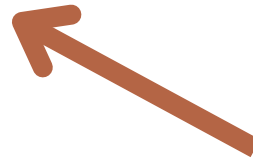
Your Team is set up, and your Fundraising Profile is complete!!
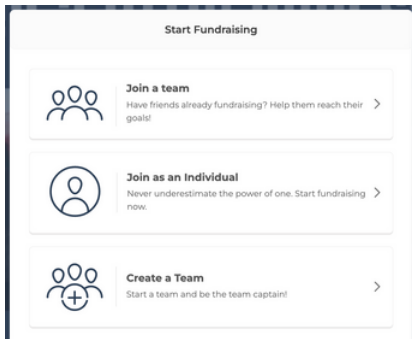
Getting Started: Joining as an Individual

Start Fundraising

Join a team
Have friends already fundraising? Help them reach their goals!

Join as an Individual
Never underestimate the power of one. Start fundraising now.

Create a Team
Start a team and be the team captain!

Step #1

Click the "Join as an Individual" button.

Register as an Individual

Create an account below to get started!

First Name | Last Name
Email
Password
Confirm Password

Register >

Already have an account? **Sign in**
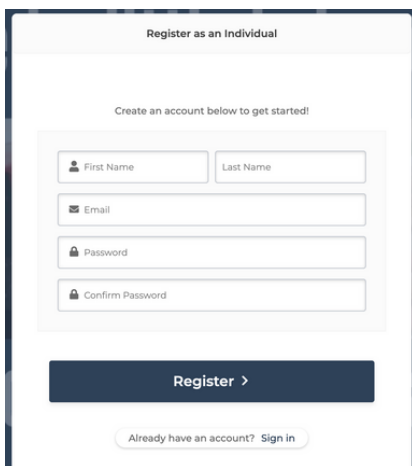
Step #2

Set up your Individual Account by completing the online form*, including:

- Your Name
- Your Email Address
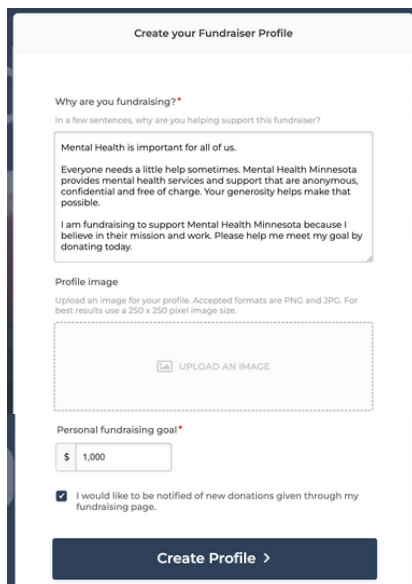- A password to access your account in the future
- Click the "Register" button.

If you have set up a fundraiser or joined a team in the past, you will need to sign into your account instead of creating a new account.

Create your Fundraiser Profile

Why are you fundraising? *
In a few sentences, why are you helping support this fundraiser?

Mental Health is important for all of us.

Everyone needs a little help sometimes. Mental Health Minnesota provides mental health services and support that are anonymous, confidential and free of charge. Your generosity helps make that possible.

I am fundraising to support Mental Health Minnesota because I believe in their mission and work. Please help me meet my goal by donating today.

Profile image
Upload an image for your profile. Accepted formats are PNG and JPG. For best results use a 250 x 250 pixel image size.

UPLOAD AN IMAGE

Personal fundraising goal *
$ 1,000

☑ I would like to be notified of new donations given through my fundraising page.

Create Profile >

Step #3

Create your Fundraiser Profile. This page reflects your fundraising goals as an individual. The profile includes:

- Why you are fundraising (this is where you share your "why")
- Upload a profile image (JPG or PNG, 250 x 250 pixel image size is best)
- Set a Personal Fundraising Goal (this should represent your personal fundraising goal as a contributor to your team).
- Choose whether you would like to be notified about donations to your personal fundraising page.
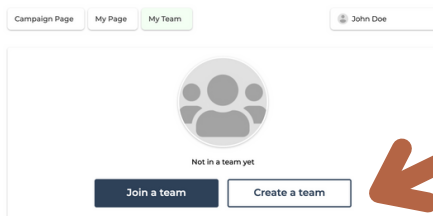- Click the "Create Profile" button.

Joining a Team (Optional Step)

Your Fundraising Page is complete after you finish creating your Fundraiser Profile. You can start fundraising to meet your goal as an Individual! However, you can also choose to join or create a Team.
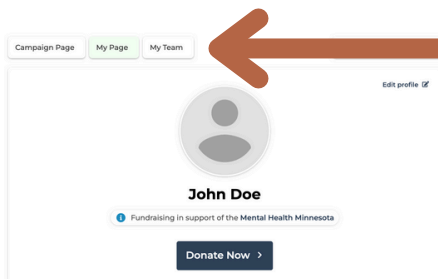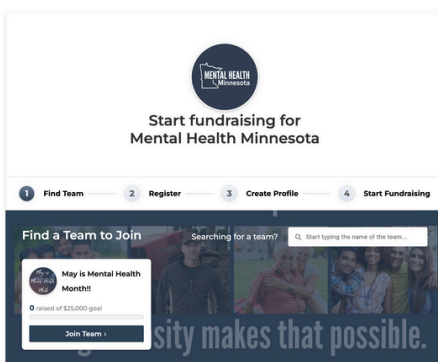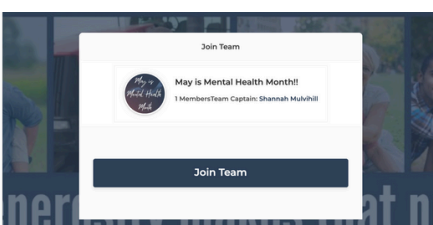

Step #1

Start by clicking the "My Team" tab.

Step #2

Choose whether you want to "Join a Team" or "Create a Team."
(Note: If you are creating a new team, see "Getting Started: Create a New Team")

Step #3

Find a team to join! Search for a team, or click "Join Team" when you find the team you're looking for.

Step #4

Confirm that you are joining a team on the next screen by clicking "Join Team."
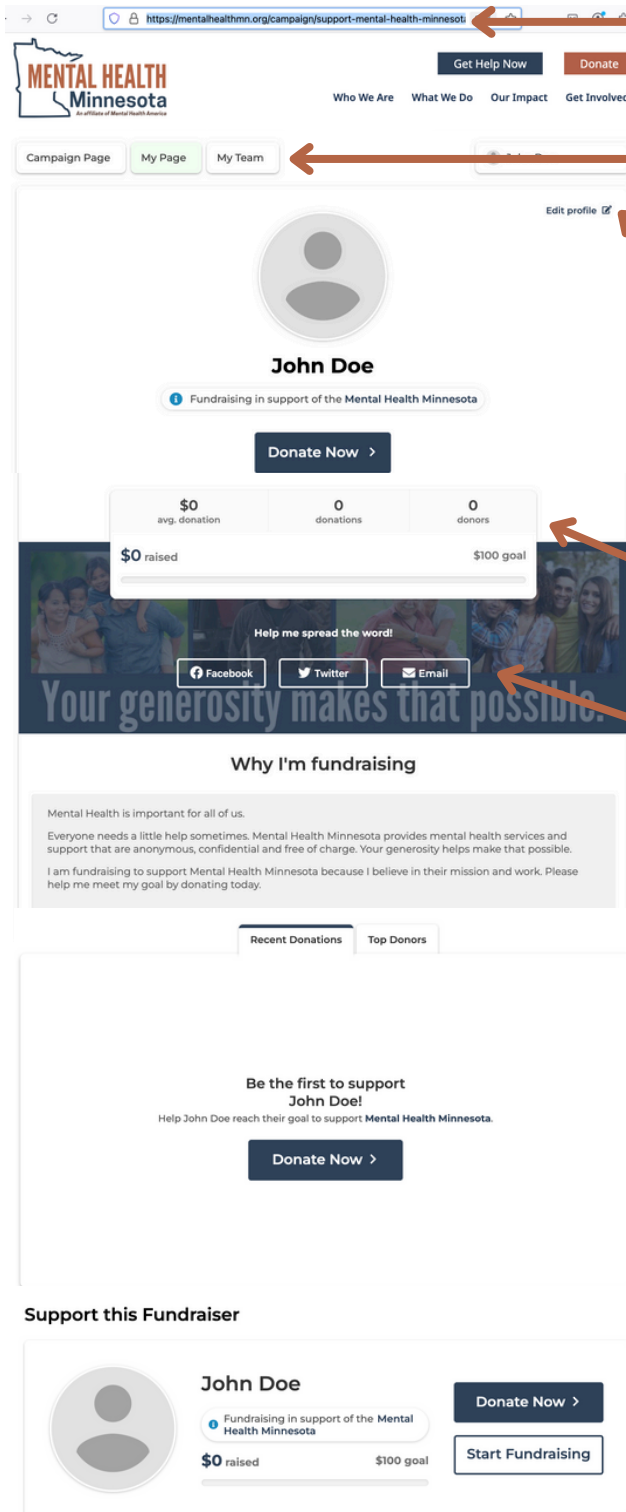
Managing Your Fundraising Page

Copy and paste your fundraising page link to share with others.

Toggle between your fundraising page, your team page and the overall campaign to track progress toward goals.

Edit your profile or fundraising goal. (If you are a Team Captain, you can also edit the Team Profile after clicking on the "My Team" tab.)

See your progress toward your fundraising goal anytime.

Share your fundraising page on social media or via email,

Fundraising Best Practices

Setting Up Your Fundraiser

It can be effective to tie your fundraiser to something meaningful in your life or something that is already getting attention from others. Some examples are below:

- A mental health-related event (ex. Mental Health Month in May, Suicide Prevention Month in September)

- A particular program that you want to promote/support (ex. the Minnesota Warmline)

- A time of year that an organizational need is more prevalent (ex. the Warmline is busiest during the holidays, when many people are struggling with loneliness and isolation)

- A meaningful occasion (occasions can mean many things, from a celebration to an anniversary of a loss)

- An event or activity that you are training for or participating in (ex. the Twin Cities Marathon)

- A personal activity that you have taken on (ex. a long hiking trip, a long distance bike ride, etc.)

Using Social Media and Email for Your Fundraiser

Fundraising leverages the power of your social network to meet fundraising goals and help Mental Health Minnesota meet our mission. The success of your fundraising campaign depends heavily on the number of ways that you're sharing your campaign with friends, family and colleagues. Social media, email, text messaging, and word of mouth are some of the best ways to get your request noticed.

What's the best way to share? Sharing your fundraising campaign via your Facebook page, Twitter, Instagram, and LinkedIn, in addition to your own personal email list, is at the heart of every campaign. Leveraging these networks is how you'll meet—and hopefully exceed—your fundraising goals.

Texting for Your Fundraiser

You won't have the phone number of all of your network contacts, but choose a few that you know will respond well to a more intimate request: text messaging. Don't inflict the poison that is group texting on these people; take the time to send individual (copied and pasted) texts to each one.

PRO TIP: Get personal and select a handful of your closest family and friends to reach out to as you announce your campaign. Close friends and family are more likely to donate, so getting them on board will let the rest of your network see that people are already supporting the cause.

How often should I communicate with my network?

There are five absolute times you should communicate with your network during a fundraising campaign:
1. Campaign launch
2. Midway goal
3. Final push
4. Campaign end or goal reached
5. Thank you

We recommend maintaining momentum between each of these main milestone communications with one to two social posts per week and one weekly email to help keep your campaign top of mind. If you're texting, use those requests judiciously and make sure that you're not monopolizing the conversation with donation asks.

During the final push phase of your campaign, increasing your frequency to a few social posts a day has proven to be highly effective, so go for it!

We recommend creating a simple sharing schedule to plan out your communications ahead of time. This'll save you time and make your campaign more fun and less stress. You can use Google Calendar, Google Sheets, or even a notebook to plan out when you'll post to socials and email or text your network.

Privacy & Consent

When communicating with your networks, please respect their communication preferences and adjust accordingly. This includes making sure you have permission to contact your peers, particularly if you're sending text messages.

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COMMUNICATION TEMPLATES

Now that you've learned all the fundraising tips, tricks, and best practices, it's time to jump into it with confidence!

We've included pre-written communications for you to use at every major campaign milestone to make fundraising as easy as pie. Copy, paste, and start fundraising.

The templates that follow can help you communicate with your network during your fundraising campaign: Campaign Launch, Midway Goal, Final Push, Campaign End or Goal Reached, and Thank You.

Keep in mind that these are just templates to help make your communication easier, but you should definitely make them your own! Add a sentence or two about why you're choosing to fundraise for Mental Health Minnesota, especially during the launch of your campaign.

If you are fundraising as you set out on a personal journey or train for a race or event, share your progress toward that goal as well! Make your fundraising journey personal, and tie it to other goals and dreams!!

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Communication Template #1: Campaign Launch

SEND:

Right after you've completed setting up your fundraising page.

PURPOSE:

The purpose of this announcement is to let your online network (social media friends, family, peers, colleagues, neighbors) know that you've signed on to raise funds for a cause near and dear to your heart and that you need their help. Basically, you've got to get the word out to everyone you know to help you reach your fundraising goals. The goal is to share, share, share!

EMAIL:

Subject Line: Let's raise some dough together for a good cause

Body: Hey, [Name]! I hope this finds you well. I've got great news! I've signed on to become a supporter of Mental Health Minnesota and could really use your help. I'm committed to helping Mental Health Minnesota raise [$Goal] which will help ensure that people have access to free and anonymous mental health resources and support. Every donation, large or small, makes a difference and moves Mental Health Minnesota closer to their fundraising goal.

Are you down to make a lasting impact? Please visit my fundraising page at [URL] and make a donation today!

If you want to make an even larger impact, you can sign on as a supporter, too, and create a fundraising site [Link to Campaign Site Landing Page] of your own, set your personal fundraising goal, and start spreading the news!

Can't donate or become a supporter? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

TWITTER:

Hey friends, I've signed on to help @mentalhealthmn raise funds to help them ensure that people have access to free and anonymous mental health resources and support. Help make a lasting impact by donating today: [shortlink] #inserthashtaghere

FACEBOOK:

Hey friends, I've signed on to help @mentalhealthmn raise funds to help them ensure that people have access to free and anonymous mental health resources and support. Are you down to help make a lasting impact? Please share with your friends and family and donate today: [shortlink] #inserthashtaghere

TEXT:

[Name], I've signed on to help Mental Health Minnesota raise [$Goal] to ensure that people have access to free and anonymous mental health resources and support. Please help by donating today: [shortlink]

MENTAL HEALTH Minnesota
An affiliate of Mental Health America

Communication Template #2: Midway Goal

SEND:
When you're halfway to meeting your fundraising goal.

PURPOSE:
The purpose of the midway announcement is to share that you're halfway to meeting your fundraising goals and still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goals.

EMAIL:
Subject Line: Ohhh, we're halfway there—[$XX] more to go!

Body: [Name], I've got great news—I'm halfway to reaching my personal fundraising goal of [Goal Amount] raised for Mental Health Minnesota! Pretty awesome, right? All the money raised will help Mental Health Minnesota will help ensure that people have access to free and anonymous mental health resources and support. Will you help me move the needle forward with a donation? Visit [Campaign Site Link] today.

If Mental Health Minnesota's mission is near and dear to your heart like it is mine, consider becoming a supporter and starting your own fundraising page to help them reach their goal more quickly! Plus, it's a great way to leverage your awesome social media networks for a good cause. Thank you!

TWITTER:
Ohhh, we're halfway there—only $XX more to go to meet my fundraising goal to help @mentalhealthmn raise funds to help them ensure that people have access to free and anonymous mental health resources and support. Please help me move the needle forward by donating today: [shortlink] #inserthashtaghere

FACEBOOK:
Ohhh, we're halfway there—only $XX more to go to meet my fundraising goal to help @mentalhealthmn raise funds to help them ensure that people have access to free and anonymous mental health resources and support.. Help me get all the way there and share/donate today: [shortlink] #inserthashtaghere

TEXT:
[Name], guess what? I'm halfway to meeting my fundraising goals for Mental Health Minnesota! Please help by donating today: [shortlink]

Communication Template #3: Last Push

SEND:
One (1) day before the fundraiser ends.

PURPOSE:
The purpose is to inform your network that time is running out and they can help you reach your goals by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline so your network knows they only have a little time left to help you reach your goals.

EMAIL:
Subject Line: I'm close to my goal—will you help me reach it?

Body: Hi [Name]! Believe it or not, I've raised [Amount Raised] for Mental Health Minnesota to help ensure that people have access to free and anonymous mental health resources and support. and I'm only [$XX] away from reaching my fundraising goal. If you haven't donated yet, please donate now!

If you've already donated, consider one more gift: share this link [Campaign Site Link] with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in.

Let's do it!

TWITTER:
I've already raised $XX to help @mentalhealthmn reach its fundraising goals! There's only one day left and I need your help. Donate now! [shortlink] #inserthashtaghere

FACEBOOK:
I've already raised $XX to help @mentalhealthmn reach its fundraising goals! There's only one day left and I need your help. Share/donate now! [shortlink] #inserthashtaghere

TEXT:
[Name], I've already raised $XX to help Mental Health Minnesota and my goal is almost reached. There's one day left and I need your help. Donate now! [shortlink]

Communication Template #4: Goal Reached/Campaign End

SEND:
When the campaign ends or you've hit your goal.

PURPOSE:
The purpose of this is to let your network know that the campaign has ended and/or you've reached your fundraising goals. The tone should be congratulatory and should thank your network for their contributions of donations/shares. This is also a great way to share the impact of their support.

EMAIL:
Subject Line: We did it!

Body: [Name], with your help and support, I raised [$XX] for Mentall Health Minnesota! I can't thank you enough. Mental Health Minnesota to help ensure that more people have access to free and anonymous mental health resources and support-that's a huge deal. I hope you feel good about your contribution because I sure appreciate it.

I hope we can continue to help organizations like Mental Health Minnesota reach their fundraising goals. World change happens one person at a time, and I'm happy we were able to make a difference together.

Until next time!

TWITTER:
We did it! Thank you all who helped me reach my fundraising goal of $XX for @mentalhealthmn. I'm thrilled we were able to make a difference together. Look what we did: [shortlink] #inserthashtaghere

FACEBOOK:
We did it! Thank you all who helped me reach my fundraising goal of $XX for @mentalhealthmn. World change happens one person at a time, so I'm thrilled we were able to make a difference together. Look what we did: [shortlink] #inserthashtaghere

TEXT:
[Name], thank you! I've reached my fundraising goal of $XX for Mental Health Minnesota. I'm thrilled we could make a difference together. Look what we did: [shortlink]

Communication Template #5: Thank You Letter

SEND:
One (1) week after the campaign has ended.

PURPOSE:
The purpose is to thank everyone who helped support you in reaching your fundraising goals with a personal message.

EMAIL/LETTER:
Dear [Supporter Name],

We did it! Thanks to your support, I met my fundraising goal of $XX for Mental Health Minnesota. They're now one step closer to ensuring that more people have access to free and anonymous mental health resources and support. How rad is that?

It felt so good to have my friends and family join me in raising money for such a great cause. Reaching this goal is a testament to the power of social fundraising and what we can achieve if we all work together toward a common goal. I hope you feel great about your contribution because I couldn't have done it without you.

Hope we can make some more fundraising magic in the future.

Until then, cheers!

![Mental Health Minnesota - An affiliate of Mental Health America]

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WILL YOU JOIN US?

THANK YOU FOR YOUR SUPPORT!!

We are so appreciative of your willingness to support
Mental Health Minnesota's mission through your fundraising effort.

Please let us know if you have any questions along the way, and definitely check out our website
and watch our social media @mentalhealthmn to learn more about our work.

Mental Health Minnesota website:

www.mentalhealthmn.org

Contact:

Shannah Mulvihill, MA, CFRE - Executive Director/CEO - Mental Health Minnesota
Email: shannahm@mentalhealthmn.org

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