

Your guide to fundraising for North Kent Mind



Thank you!

By raising money for North Kent Mind, you're helping more people with mental health problems get the support they need and the respect

Now we know getting started can be nerve-wracking. Maybe you're nervous about whatever challenge or event you're taking on. Maybe that fundraising target seems a little bit daunting.

So here's the good news: you're capable of achieving far more than you realise. So whatever challenge you've set yourself, you can do it – and we're here to help make sure you reach your target.

If you need anything at all, just let us know. We'll do everything we can to show you how happy we are to have you on our side.

This guide will be a handy starting point – it's full of advice on everything from planning a successful fundraising event to spreading the word about your efforts.

And it also features plenty of inspiration from other Mind fundraisers who know exactly what it takes to reach whatever goal you set yourself.

Thank you so much for caring about mental health.

Each year one in four of us experiences a mental health problem. You're part of the solution.

Whatever you need, we're here.

Call: 01322 291 380

Email: fundraising@northkentmind.co.uk





How your fundraising helps

£20 could help run talking therapies sessions, helping people to overcome phobias and anxieties

£40 could help with our crisis peer alternative services supporting people age 18+ who are at risk of, or recovering from, a mental health crisis

£50 could help us campaign for better mental health services from the Government, ensuring people get the support they need as soon as they need it.

£100 could contribute to the maintenance of our flats which are offered through our supported living service.

Getting started

Not sure how to begin your fundraising? No problem. Here are our top tips for getting off to a flying start.

Enjoy it

The first three letters of 'fundraising' are no coincidence – so do everything you can to enjoy yourself, and keep the five ways to wellbeing in mind as you're getting ready for the big day.

Find a venue

If you're organising an event or challenge, sort out the location first. Once that's done, you can decide on a date and start spreading the word. And make sure you tell the venue owner you're fundraising for North Kent Mind – you never know what discounts or freebies could come your way.

Make a plan

We love a fundraising plan at Mind. It's the perfect way to avoid any nasty surprises further down the line. You can download (national) Mind's at mind.org.uk/resources then add fundraising deadlines, event timings, people to contact and so on.

Get online

When it comes to fundraising, the internet is your best friend. You can find out more on page 7, but from the very beginning make sure you've set up a fundraising page and you're online telling people what you're doing. It means less effort to reach more people. Win-win.

Shout about it

If your friends, family and colleagues don't know what you're up to, they can't get involved – so make as much noise as you can and let everyone know what you're doing and why. Find out more on page 7.

Don't forget your posters

Add your fundraising details to our template poster (mind.org.uk/resources), then head to local libraries, cafes, leisure centres, shops and community halls to get busy with the Blu-tack.

Staying safe

When planning your fundraising, please follow the latest UK Government guidance about staying safe from coronavirus, including from devolved nations of Scotland, Wales and Northern Ireland. Safety advice is likely to change over a period of time so it's important that you keep up to date with announcements.

Top tip!

Gift Aid

If your sponsors are UK tax payers, make sure they tick the Gift Aid box when they donate. The taxman will then add 25% to their donations at no extra cost to them!



The Five Ways to Wellbeing

Look after your own mental health while you're fundraising with these handy tips.

1. Connect

Contact us whenever you need us, and connect with everyone who might be willing to get involved and help out.

2. Be active

Clear your head with a walk, run, cycle or swim – solo or with friends.

3. Keep learning

Fundraising is a great way to try new things and to discover talents you didn't know you had.

4. Give to others

You're already doing this one, so take time to reflect on the lasting difference you're making.

5. Take notice

Make a conscious effort to appreciate the world around you and take time out so your fundraising doesn't start to seem overwhelming.

Supercharge your moneymaking

We're full of ideas to give your fundraising a boost. Try these simple suggestions and in no time you'll be quids in.

To raise £50

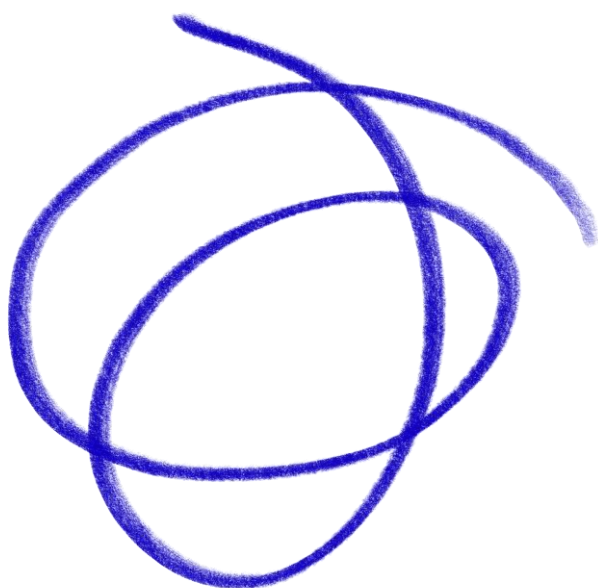
- **Hold a sweepstake** – on the Grand National, Strictly, Bake Off or whatever else is happening. Download (national) Mind's sweepstake template from mind.org.uk/resources
- **Share your online fundraising page** on payday. Who doesn't feel more generous when they've just been paid?
- **Ask for donations for your birthday** instead of any more socks, after all.

To raise £100

- **Arrange a bake sale** at work or school. Why not choose a theme – like Halloween – and give a prize to whoever makes the best cake? Nothing like a little healthy(ish) competition.
- **Contact your local supermarket and ask to pack bags and collect donations** while you do it. You can read our guide to holding a collection on page 12.
- **Have a clear out and head for a car boot sale.** You'll be amazed at how much your long-forgotten loot will raise.

To raise £250

- **Organise a raffle.** Contact local shops and businesses to ask for donations you can use as prizes. Just let us know if you'd like a template letter and a letter from us confirming what you're doing.
- **Hold a pub quiz.** Always a popular choice. Use our pub quiz template which you can download from mind.org.uk/resources, plan your questions and give everyone a great night while watching your fundraising total soar.
- **Contact your talented friends and relatives.** Best friend in a band? Sister in a ceramics group? Organise a gig/craft workshop/whatever you fancy and ask them to get involved.



Online = On target

Fundraising online is great – it's free, it's quick, it's secure, donations reach us automatically and you can contact people worldwide by simply reaching for your phone. Combine it with some creative thinking on social media and you'll hit your target in no time.

Ten steps to setting up a fundraising page

1. Make it personal

Let people know why you've chosen Mind and what your challenge means to you. It'll help people relate to what you're doing.

2. Say thanks

When you set up your page, follow the steps to write a personal thank you message. This will then be sent to everyone who donates.

3. Get snapping

Upload a photo of yourself (or the person you're raising money to remember or celebrate). Mind t-shirt definitely recommended.

4. Set a target

It shows your progress, encourages people to donate and helps to keep you motivated too. Turn to page 4 for a few examples of exactly what donations could pay for.

5. Don't be shy

Email the link to your page to everyone in your contacts list and ask everyone to pass it on. When you're fundraising more is definitely merrier.

6. Ask and ask again Don't let people forget – send the link to your page around more than once, particularly as your event gets nearer.

7. Get social

Remember to add a link to your fundraising page on your updates on Facebook, Twitter, Instagram and any other social networks you use.

8. Sign off with style Add a link to your fundraising page to your email signature, along with a short explanation of what you're doing.

9. Add cash and cheques

If people give you donations in person, add them to the offline section of your online page to keep that fundraising total climbing.

10. Don't stop too soon Once your event is done and you're justly feeling proud, update your fundraising page and post about your achievements on social media. It's a handy final prompt to anyone who's been meaning to donate.

Top tip!

You can use either Just Giving (justgiving.com/northkentmind) to set up your page. You'll be taken through the set-up process step by step.

If you're on Facebook, Facebook fundraising is also a great option for raising money online. Create a page at facebook.com/fund/mindforbettermentalhealth.



I ran the Brighton Marathon for Mind and did most of my fundraising through JustGiving. I found it very easy to set up the web page, and then all I had to do to fundraise on social media was copy the JustGiving link into my Facebook page, add a few lines and it was done. In the week leading up to the marathon I was constantly plugging my fundraising page, trying to get as much sponsorship money as possible. For people who may not be overly confident, fundraising online can be less daunting than asking people face to face – as nobody likes to hear the word ‘no’ and it takes away any awkwardness.

Whatever you need, we’re here.

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Email:

fundraising@northkentmind.co.uk

Three tips to shine on social media

Share your motivation

Is this the first time you’ve done something like this? Has anything funny or moving happened? Do you have personal reasons for fundraising for Mind that you’re happy to share? Bringing to life what you’re doing and why on Facebook and Twitter can really boost your fundraising total.

Become a film star

You can upload to Facebook, Instagram, YouTube, Snapchat or TikTok. Or there are apps like Boomerang or Hyperlapse that can help you get creative with easy editing and speedy footage. Have a go and see what happens.

Be proud

People often worry they’ll annoy their friends by asking for donations, but you’re doing something amazing – and the trick is to keep people interested. Have you passed a training or fundraising milestone? Do you want to thank people? Has something entertaining happened? Post regular, engaging updates to Facebook, Twitter, Instagram and Snapchat and people will always be happy to hear from you.

Keep it legal

The first rule of fundraising is to have a great time, but there are a few others you need to bear in mind too. Here's how to keep everything above board.

Health and safety

- Keep your personal safety in mind while you're planning and on the day. We can't take any responsibility for your activity, so we recommend doing your own risk assessment to prevent risks and legal issues. This is important even if your event will take place somewhere you know really well like your workplace or local café.
- Types of events that need a risk assessment include solo challenges (like a solo walk, run cycle, swim or drive), anything involving food or drink, and any in-person event involving the public.
- Visit mind.org.uk/resources to download our risk assessment template and for more guidance on when to do a risk assessment.
- If you're selling food at your event, get in touch with your local council for advice.

Children and young people

- If you're under 16, we'll need a parent's or guardian's consent for you to fundraise for us. Please get in touch with us for a copy of our consent form.
- If you'll have children at your event, make sure they have permission to take part, and an adult to look after them. You should carry out background checks if adults are looking after children unsupervised

Competitions, prize draws, raffles and lotteries

- They're brilliant for raising money, but there are lots of important rules about how lotteries, draws and raffles can be run. You might need to apply for a license to hold a raffle or lottery at your event. Find out more from the Gambling Commission – gamblingcommission.gov.uk
- You can't sell tickets to anyone under 16.
- Online raffles, lotteries and prize draws are also subject to rules and regulations. Your local council can give you more guidance.

Licences and insurance

- If you're holding an in-person event involving the public, you'll need Public Liability Insurance. We can't accept any responsibility for your event, and it won't be covered by Mind's insurance.
- Make sure you've got any licences from your local authority you need in place. Examples of this are a gambling licence for certain raffles or prize draws, a public entertainment licence to put on entertainment (like music, dancing or a film screening) at a venue that doesn't already have a licence, and you'll also need a licence to sell alcohol. You'll also need a licence to collect money in a public place.

North Kent Mind brand

- Make sure you only use North Kent Mind branded fundraising materials for fundraising that you have already registered with us. Please don't use these materials for any other activities without first letting us know.
- As you'll be fundraising as an independent supporter, you'll need to refer to your activity as 'in aid of North Kent Mind Mind' (rather than 'on Mind's behalf').
- Double check you're using our North Kent Mind brand, and not the (national) Mind logo –local Minds are separate charity, doing our own fundraising, and have different logo and charity number. Find out more about the difference between (nation) Mind and local Minds at mind.org.uk/localminds.

Collecting money

If you collect money, give us a call first. We'll take you through the basics and send you collections tins and seals. The key things to remember are:

- You have to be 18 in London and 16 everywhere else to collect money.
- If you're planning a collection on private property – like a shop or train station – you need to get permission from the owner.
- You need a licence from your local authority or police to collect donations on the street or any other public property.



Useful links

Health and Safety Executive:
hse.gov.uk/event-safety

The Fundraising Regulator:
fundraisingregulator.org.uk/code/specific-fundraising-methods/events

The Gambling Commission:
gamblingcommission.gov.uk

Any questions?

Here are some answers to the queries we're most often asked. If there are others on your mind, just let us know.

What happens if for some reason I can't do my fundraising event anymore?

We hope this doesn't happen as much as you do but sometimes it can't be helped. Maybe you're training for a challenge and picked up an injury, or you're organising an event but life has got so busy all of a sudden you don't have time. That's okay, let us know as soon as you can and maybe we can help.

What is the difference between Mind and Local Minds?

Mind is a national charity supporting people all over England and Wales. We are North Kent Mind – although part of a national Mind network, local Minds are separate charities, and do their own fundraising and event. You can find out more about the network at: mind.org.uk/localminds

Is there a deadline for paying sponsorship money in?

There is – you need to get all money to us within two months of your event.

Can I fundraise as part of a group or in a team?

Absolutely. Just let us know everyone's details and if you're fundraising together. Your team can have one fundraising page, so, don't forget to let us know the name of your page too.

Can I do this?

Yes. There might be times when you doubt yourself, but we know you're up to whatever challenge you've taken on. So yes, you can definitely do this.

Definitely?

Yes.

Paying in

This is the page to turn to once you've completed your challenge. If that's your situation right now, congratulations! Your amazing efforts mean fewer people will have to face a mental health problem alone.

So now what? Well, a cup of tea and a slice of cake, obviously. But there are a couple more things you also need to do while you reflect on your achievement.

Send the money our way

JustGiving

If you've raised money online, you don't need to lift a finger. The money comes straight to us, so you can get back to your tea and cake.

Payment by cheque or card

If you want to send cheques please write your name, event and contact details on the back so we can thank you. Then send to **The Almshouses, 20 West Hill, Dartford, DA1 2EP**

If you want to make a credit or debit card payment over the phone, drop us a line on 01322 291 380.

Through our website

Go to <https://northkentmind.enthuse.com/donate#!/>

Please make sure you send all money to us within two months of your event.





Congratulations!
You're doing something
wonderful



Get closer to North Kent Mind

After your fantastic fundraising, we'd love you to stay with us as we work to create a world where everyone with a mental health problem is treated with support and respect.

You could:

- Campaign with us and help to fight stigma and push for better mental health services
- Volunteer with us, from cheering on fundraisers to talking to the media
- Fundraise for us again. Go on, you know you're tempted.....



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www.northkentmind.co.uk

 **Mind**
North Kent