

 mind

Mind needs you!

How to make the most of your
#StreamForMind



Thank you.

You've chosen your challenge, rallied your community and joined the fight for mental health.

In this guide, you'll find some example messaging to help you inspire your audience and make the most of your..

#StreamForMind

The cause

You've joined the fight for mental health, but how should you talk about the cause with your audience? Here are some ideas to get you started.

- Mental health problems can affect 1 in 4 of us, so join my stream and help fight for mental health.
- Those of us experiencing a mental health problem can often feel isolated. Let's show each other that we're not alone.
- If you know how real the struggle can be... join me in the fight for mental health.
- Let's show everyone experiencing a mental health problem that they're not alone. Let's stand together and join the fight for mental health.
- It's time to unite and fight for mental health. Let's stand with anyone who needs our support.

The fight

Get your community fired up and digging deep with some motivating statistics.

- 1 in 4 of us will experience a mental health problem every year.
- 1 in 15 people will attempt suicide during their lifetime.
- Mind's online information pages were visited 21 million times last year.

Will you help Mind be there for everyone who needs support?



The difference

Inspire your community by sharing what their donation can achieve.

- Just £10 could help Mind's Infoline answer 1 enquiry. Mind's Infoline helps people find out more about everything from mental health problems to treatment options, every weekday.
- A donation of £32 could help keep Side by Side open for 1 hour. Side by Side is Mind's online community where anyone can join, talk and find support. 24/7.
- Donate £60 and this could help pay the phone bill of Mind's Infoline for a whole day. Keeping Mind's Infoline running is crucial.



Spread the word!

No doubt you'll be using your socials to shout about your challenge. Don't forget to use our hashtag and tag us to help us get even more streamers and creators on-board.

#StreamForMind

Instagram: @MindCharity

Facebook: @Mindforbettermentalhealth

TikTok: @mindcharity

Twitter/X: @MindCharity

LinkedIn: Search for Mind



Support just for you!

Check out our range of resources to help your Tiltify, JustGiving, Twitch and social media profiles look the part and raise support.

Keep an eye on your emails once you've registered to claim your free Mind t-shirt, plus some streaming incentives to offer to your community!

mind.org.uk/streaming



Good luck!

mind.org.uk/streaming
gaming@mind.org.uk

