



Your Crafternoon Guide

Saturday 20 July

Welcome from Chrissy

My name is Chrissy and I held my first Crafternoon in 2016, I'm so glad you've decided to do the same. In this Crafternoon kit you'll find everything you need to host a fun filled summer Crafternoon. You don't need any special skills or experience because the Crafternoon team are here to give you all the tips, pointers and practical support you could need.

By holding a Crafternoon you'll be raising money to help Mind be there for everyone with a mental health problem, just like they were for my husband.

When my husband was signed off work with severe OCD and depression, Mind were there for him, and with your help they can carry on giving everyone a place to turn when it's needed most.

On one of our darkest days, when my husband felt most desperate and in need of support, and I felt most helpless, he decided to call the Mind Infoline. He was so grateful for the sympathetic ear and the helpful advice he received, and I felt like crisis point had been averted for the time being.

That's why supporting Mind through Crafternoon meant so much to me and my husband, and why it's amazing that people are coming together again this summer to hold Crafternoon and raise money for Mind.

Have fun!

Chrissy

P.S. This summer, Crafternoon is on Saturday 20 July. I hope you'll be able to join us then but if you can't make that day, you can choose any other summer date that suits you.

Chrissy's top tips for Crafternoon

Below are some of my best tried and tested tips for getting started with your Crafternoon.

1 Hold the Crafternoon that's right for you

Feel free to start small by inviting one or two close friends for a catch-up and a cuppa, and try out a few crafts together. We don't have much space so we just had close friends and family at ours and that suited us.

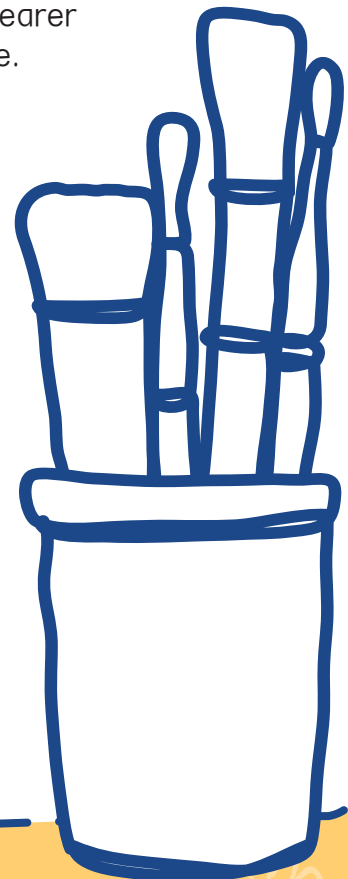
2 Don't be afraid to ask

It's important that your guests understand upfront that this is a fundraising event, you'll find the clearer you are about that the more generous they'll be.

3 Choose crafts that you can't wait to try!

Summer Crafternoon is all about getting together with your favourite people, whether you're making festival flower crowns with friends or fun paper pinwheels with the kids.

If you don't fancy any of the craft templates in your Crafternoon kit, there's heaps more inspiration waiting for you at mind.org.uk/crafternoon.



My Crafternoon Checklist

Stick this checklist
on your fridge
and tick it off as
you go along.



Make the decision to
fundraise for Mind



Sign up for my
Crafternoon kit



Get my crafty materials

In your kit you'll find three crafty
templates to get you and your guests
summer ready.

Make festival flower crowns,
beautiful summer party decorations,
or paper pinwheels that are simple
enough for little hands too. Each
one has a shopping list so you know
exactly what you need.

Top
tip

Check out our suggested
suppliers list at
mind.org.uk/crafternoon
and get inside tips on where to find
affordable, good quality craft materials.



Choose a venue

Most people hold their Crafternoon
at home. However you could also
try a café, the office, or find a spot
of grass for a picnic blanket.



Pick a date and time

Saturday 20 July is Crafternoon Day!
It's the day when people up and down
the country will be coming together to
craft, have fun and raise money for
Mind. If you can't make it then, you
can always choose another date in
the summer that suits you better.

Top
tip

Create a buzz by sharing
updates leading up to your
Crafternoon on Facebook,
Instagram and Twitter. Use
[#Crafternoon](#) and [@MindCharity](#)



Get ready for fundraising

Exactly how much you ask your
guests to donate is up to you. But
here are some thoughts to help you
decide. Have a think about what they'll
be making – for example, they might
be leaving your Crafternoon with a
handmade paper garland that could
easily have cost them £10 in a shop.

And given that all the money is
going to a really good cause,
and especially if you're providing
refreshments – how about
suggesting they make it £15 all in?



Any questions? Drop us a line at
crafternoon@mind.org.uk



☐ Invite my guests

Whichever way you choose to invite your guests, we've got all the resources you need – starting with the poster in this kit!

You can also visit mind.org.uk/crafternoon to download editable Crafternoon invites or find instructions for setting up a Facebook event.

☐ Hold my Crafternoon

Decorate your space using the bunting, balloons, banner and collection box in your kit.

Have fun and don't forget to share your photos on the Crafternoon Facebook group.

TOP
TIP

Join our Facebook group for heaps of inspiration and support from other Crafternooners at bit.ly/crafternoonFb

☐ Send in my donations to Mind

Give yourself a pat on the back – you've done it!



How to send in your donation

By post

Fill in your donation form (in this kit) with cheques or your credit or debit card details (please do not send cash).

Make sure to include your name and address so we know the money came from you.

Put everything in the freepost envelope included in your kit and pop it in the post.

Over the phone

Call our Supporter Relations team on 0300 999 3887 to make a credit or debit card payment.

Online

Donate online at mind.org.uk/donate. Choose 'from a fundraising event' and enter your details. Don't forget to include 'Crafternoon' in your event name, so we can send you a huge thank you.

What kind of Crafternoon will you hold?

Your Crafternoon has so many possibilities! The thing they all have in common is having fun, getting crafty and raising vital funds for Mind.

Here are a few ideas to get you thinking...

Tight-knit Natter

Crafternoon is a perfect opportunity to catch up with loved ones at home. Invite one or two friends or family members over and lay out the glitter, glue and pens.

Clear the kitchen table or find a spot of grass for a picnic blanket if the weather's warm.

£25

could answer five calls to our Infoline, offering support, advice, and a listening ear to someone when they have nowhere else to turn.



Crafty with kids

The perfect start to the summer holidays: a Crafternoon with the kids. Hold a Crafternoon play day with friends and their little ones, making colourful paper pinwheels that are easy enough for little hands.

Provide a few sweet treats for extra donations and you've got a sure fire way to keep them busy throughout a long summer afternoon.



£80

could keep Elefriends, our online peer support community open and safe for one hour and a half.

Crafternoon garden party

Embrace the longer evenings by getting together with friends out in the garden.

Turn up your favourite music and make festival flower crowns, or take the opportunity to craft beautiful party decorations perfect for any summer celebration.

£120

could pay for someone struggling with their mental health to attend a wellbeing group.

Working 9-5: what a way to craft while giving

Take time out at work and connect with your colleagues by hold a lunchtime Crafternoon.

Put some posters up around the office, hold a sweepstake or raffle for some extra donations, and see if your workplace offers matched giving for fundraisers.

£250

could allow 180 people to campaign for change by compelling MPs to put mental health on their agendas.



Extra ways to fundraise

As well as asking your guests for a donation on the day, why not try one of these tried and tested ways to boost your fundraising?

1 Raffles

Holding a raffle is a fun and easy way to boost your fundraising. Collect pledges or prizes to raffle off on the day.

Local businesses are often happy to donate prizes, and we can send you a Mind authority letter to take with you when you ask them. Email us at crafternoon@mind.org.uk to request your letter.

Top
tip

Sell the tickets for your raffle and draw the winners on the same day to make sure you stay within gambling regulations. We're here to help, so if you need any guidance or tips, just send us an email or pick up the phone.

2 Sweepstakes

Get your guests guessing! Whether it's the number of buttons in the jar, your favourite type of chocolate, or the number of hundreds and thousands on the cake, sweepstakes are a really easy way to raise more and add an element of fun competition to your Crafternoon.

Download your sweepstake template and find instructions at mind.org.uk/Crafternoon.

3 Summer treats

Provide homemade refreshments in return for donations using the summer recipe cards include in your kit. Or to make it more interesting (and to get your guests to help out with providing refreshments!) why not hold a summer bake-off competition?



Keep a list of ingredients and label everything in case anyone has an allergy. Visit food.gov.uk if you're unsure.

Top
tip

For more advice on fundraising regulations and health and safety visit mind.org.uk/crafternoon

How your Crafternoon makes a difference

Your Crafternoon helps Mind to be there for anyone experiencing a mental health problem who isn't currently able to get support. We do this through:

- Our Infoline, which offers callers confidential help from our highly trained advisors.
- Our online community, Elefriends, a supportive space for people with mental health problems to be heard.
- Our award-winning website and publications, which provide vital information and advice.

Together, we'll be there to make sure everyone experiencing a mental health problem gets support and respect.

Thank you for being there with us and making a difference.



In your kit you'll find a poster that shows how your Crafternoon will make a difference. Put this up at your Crafternoon to inspire your guests.

Got any questions?

We're here to support you every step of the way as you plan your Crafternoon and raise money for Mind.

If there's anything we can help with, or you'd just like to chat through crafty inspiration, then send us an email or pick up the phone – **0300 999 3887**.

crafternoon@mind.org.uk

mind.org.uk/crafternoon

Join us on Facebook

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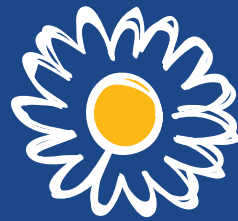
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Crafternoon

Thank you so much for holding
a Crafternoon for Mind.

Every penny you raise helps
make sure no one has to face
a mental health problem alone.



Mind is a registered charity No. 219830



Registered with
FUNDRAISING
REGULATOR



for better mental health