



Your Crafternoon Guide



Saturday 30 November

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 Christmas 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 Christmas to hold a Crafternoon and raise money for Mind.

Have fun!

Chrissy

P.S. This Christmas, Crafternoon is on 30 November. I hope you'll be able to join us then, but don't worry if you can't make it that day – you can choose any other date in the festive season 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.

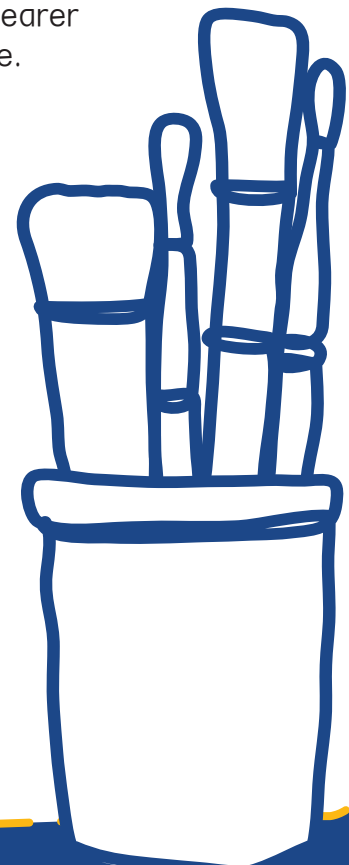
2 Don't be afraid to ask

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 to help you tick off your Christmas to-do list

Christmas Crafternoon is all about making beautiful cards, tags and decorations to get ready for Christmas.

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 ready for Christmas.

Make Christmas cards, tree decorations or homemade Christmas crackers. Each one comes with a shopping list so you know exactly what you need.

Check out our suggested suppliers list at mind.org.uk/crafternoon for inside tips on where to find affordable craft materials.

TOP TIP

Choose a venue

Lots of people hold their Crafternoon at home. But you can also host yours at work, or in a cafe or community centre.

Pick a date and time

Saturday 30 November is Crafternoon Day. It's the perfect day to kick off the festive season with some Christmas crafting.

But if you can't make it then, don't worry – you can choose any other date in the festive season that suits you.

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

TOP TIP

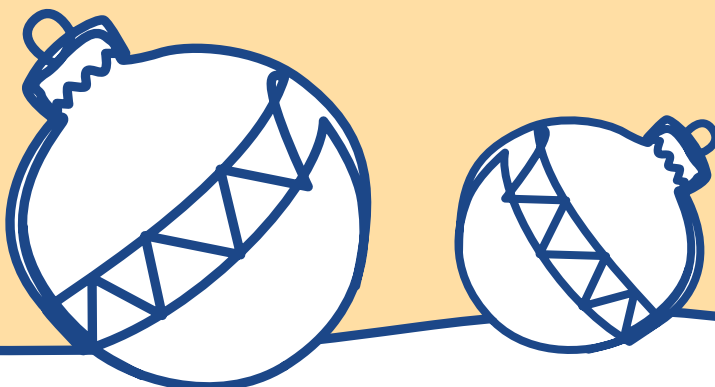
Get ready for fundraising

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 few handmade cards.

Cards are expensive – they could easily cost £3 each in a shop, so if a guest makes three that's £9.

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?





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 and find instructions for setting up a Facebook event.



Hold my Crafternoon

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

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

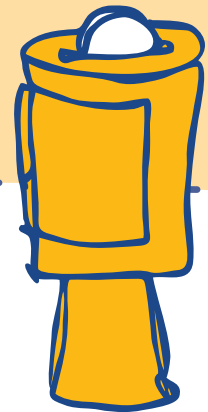


Join our Facebook group for heaps of inspiration and support from other Crafternooners at bit.ly/crafternoonFb



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

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



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 of our favourite ideas...

Tight-knit natter

Crafternoon is the perfect opportunity to catch up with loved ones at home.

Invite one or two friends or family members over for a cuppa and make some tags and wrapping paper for your Christmas gifts.



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



Crafty with kids

Hold a play day with friends and their little ones!

We know a homemade Christmas card from the kids could make someone's day – and having something to do with them on a wintry Saturday is not bad either.

You could provide a few sweet treats for extra donations too.



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

Cr-after eight

If you're already organising an evening get-together with friends to celebrate the festive season, make it into a Crafternoon.

We're thinking festive tipples, food and making handmade Christmas crackers for everyone's tables.

For some extra donations try a raffle, pot-luck dinner or Christmas bake-off fundraiser.

£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 a well-deserved break from work by holding a lunchtime Crafternoon. Connect with your colleagues as you make handmade Christmas house decorations to take home and hang on the tree.

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 Christmas treats



Provide homemade refreshments in return for donations using the Christmas recipe cards include in your kit.

Or to make it more interesting (and to get your guests to help out with providing refreshments), hold a bake-off competition – find instructions at mind.org.uk/Crafternoon

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

Top tip

2 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.

3 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.

How your Crafternoon makes a difference

Your Crafternoon helps Mind to be there for anyone experiencing a mental 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.

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

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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.

