



The Mind Walk - asking for donations

Get started with your fundraising using our templates for asking for donations on social media, text, and email.

Text message & Whatsapp

Direct messages to friends and family are a brilliant way to get the ball rolling with your fundraising. Send a text message directly or share your fundraising page with a whatsapp group to show your friends and family you're making change happen for mental health.

Hi [name/group name], I've signed up to take part in The Mind Walk in April for Mind, the mental health charity. It's a new event that's all about making sure all of us affected by mental health problems are seen and heard, and I'm fundraising so no one has to face a mental health problem alone. You might know, [I have experienced mental health problems/my close family/friends have experienced mental health problems] so it means a lot to me that I can take action for change. I'd be so grateful for any donation you can give to help me make a difference for mental health – you can donate to my fundraising page here [Just Giving link]. Thanks so much!

Facebook

Facebook posts are a brilliant way to share your fundraising page with friends and family. Always share a photo or image with your post, whether it's your fundraising kit when it arrives, your T-shirt for The Mind Walk, or one of the downloadable images in The Mind Walk resource pages.

Hi everyone, I have signed up to take part in The Mind Walk for Mind, the mental health charity and I need your help. I'm walking proudly through central London so that all of us affected by mental health problems are seen and heard, and I'm fundraising so no one has to face a mental health problem alone.

[Having experienced mental health problems/Having close friends/family experience mental health problems], this cause really means a lot to me. Please donate to my fundraising page [insert Just Giving link] and thank you for your support.

Instagram post

Instagram posts are a good way to share your fundraising with friends and family. Start by updating the link in your bio to your Just Giving page so it's easy for your supporters to find. You could also use Instagram Stories to publically thank your supporters when they donate, which will encourage others to do the same.

I'm taking part in The Mind Walk for Mind, the mental health charity and I need your help to make sure no one has to face mental health problem alone. Please donate to my fundraising page (link in bio) and thank you for your support.

#TheMindWalk

Twitter post

Keep Twitter followers up to date with your fundraising for The Mind Walk with regular posts. You can share what you've been doing in preparation for The Mind Walk, or show how your fundraising will help by sharing posts from Mind about with your updates.

1. I'm taking part in The Mind Walk for Mind. I'll be walking proudly through London to help make sure everyone experiencing a mental health problem is seen and heard, and no one has to face a mental health problem alone. Please support me by donating to [Just Giving page link]
2. I'm taking part in The Mind Walk, raising awareness for all of us affected by mental health problems. I'm raising money for Mind who are making a difference by [refer to shared post]. Please donate if you can [link to Just Giving page]

LinkedIn post

This professional social network is a great place to share your fundraising page to reach a different part of your network and also add your voice to the conversation about mental health at work.

This April I'm taking part in The Mind Walk for Mind, the mental health charity. It's a new event that's all about making sure all of us affected by mental health problems are seen and heard.

1 in 4 people in any given year will experience a mental health problem, which means lots of us at work right now will be struggling with our mental health. Yet 3 in 5 people will receive no help at all.

I am taking part in The Mind Walk so that no one has to face a mental health problem alone. Please support me by donating to my page [Just Giving link] and find out more about Mind's Workplace Wellbeing support here -

<https://www.mind.org.uk/workplace/mental-health-at-work/>

Email

An email to your friends or colleagues is a really good idea as you'll have more space to tell everyone why The Mind Walk is important to you. If you feel able to share a personal story about why you are taking part this will help to inspire conversations and donations.

Hi [first name],

I'm taking part in The Mind Walk for Mind, the mental health charity. It's a new event that's all about making sure all of us affected by mental health problems are seen and heard.

Mental health problems aren't always visible and lack of understanding can make it harder to talk openly and ask for help.

By taking part in the Mind Walk I'll be helping make people aware of mental health problems and raising vital funds for Mind to carry on providing support to anyone experiencing a mental health problem.

We're walking for everyone affected by mental health problems. For our friends, workmates, neighbours, for our mothers, daughters and brothers. For ourselves.

We won't give up until everyone with a mental health problem gets support and respect.

You might know, [I have experienced mental health problems/my close family/friends have experienced mental health problems] so it means a lot to me that I can take action for change.

I'd be so grateful for any donation you can give to help me make a difference for mental health – you can donate to my fundraising page here [Just Giving link].

Thanks so much,

[Your name]