



Your Crafternoon Guide

Saturday 5 December

Let's get started



Welcome to your Crafternoon guide. In this guide you'll find all the information, inspiration, and practical advice you need to get started. So boil the kettle, get comfy and soon you'll be prepped and confident to hold a wonderful Crafternoon this Christmas.

Remember, the Crafternoon team is here to support you every step of the way as you plan your Crafternoon and raise vital funds 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 at crafternoon@mind.org.uk or pick up the phone – 0300 999 3887.



bit.ly/crafternoonFb



[@MindCharity](https://twitter.com/MindCharity) #crafternoon



[@mindcharity](https://www.instagram.com/mindcharity) #crafternoon

Top tips from Crafternoon hosts

Since 2014, thousands of incredible hosts have held Crafternoons all over the country. From big to small, every Crafternoon makes a difference for anyone struggling with their mental health.



Remember it is all about mental health, so don't stress or overstretch yourself, keep it simple. Invite people you feel comfortable with. Be up front about the fundraising element. Jeanette

Decide if you are going to allow kids and if you do have something simple for them to do like colouring or gluing and sticking so adults can have plenty of time to do their stuff too. Leila



If you find the idea of holding a public one really daunting, just do one for your friends! I've raised a fair bit in the past just with me and a group of friends at my place, and others donating online. Becky

Make sure you practised the craft activity beforehand and have some examples to show, people like to see what they're aiming for. Alison

Ask friends to help, especially if it's a public event. And have lots of cake. Helen

Thank you to the wonderful Crafternoon Facebook group for their wisdom and warmth, always. Join the group by searching 'Mind Crafternoon Group' on Facebook.

My Crafternoon Checklist

Use this checklist to kick start your Crafternoon planning, and tick off each step as you go along

☒ Make the decision to fundraise for Mind

☒ Sign up for my Crafternoon kit

☐ Choose what to make

Choose one or two crafts to make at your Crafternoon.

Whether it's thoughtful homemade cards for loved ones, decorations for your tree, or just something creative to immerse yourself in, you'll find templates in this kit and heaps more in our online crafty template library – mind.org.uk/templates.

Top tip

If you're holding your Crafternoon online, you'll need to let guests know what materials they need ahead of time.

If you're providing materials for your guests, check out our list of affordable suppliers online mind.org.uk/Crafternoon

☐ Choose a location

Decide whether you'll host online on a platform like Zoom, Facebook, or Google Hangouts, at home, at work, or in a café or community centre.

☐ Pick a date and time

Saturday 5 December 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

☐ 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.

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

Top tip



Get ready for fundraising

As well as making cards or decorations at your Crafternoon, you will be making a difference by fundraising for Mind's vital information and support services.

We know it can be hard to know where to start when it comes to fundraising so take a look at our guidance for making fundraising part of the fun on page 6 and 7.



Hold my Crafternoon

Decorate your space using the bunting and banner in your kit.

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



Send in my donations to Mind

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



How to send in your donation

Through a fundraising page

If you've collected donations on a JustGiving page, they will be transferred directly to Mind, no need to do anything else!

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.

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.

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



Make fundraising fun

By taking part in Crafternoon, you're helping make sure no one has to face a mental health problem alone this Christmas. Not everyone considers themselves a born fundraiser, so if you're wondering how to get started, look no further, here are our three steps to fundraising success.

Be up front about your fundraising

When you invite your guests let them know that you'll be fundraising at your Crafternoon, and how they can donate. Everyone will be glad to know what to expect and pleased to support a good cause.

You could share the poster at the back of this guide about how important your fundraising could be for someone struggling with their mental health this Christmas.

Go cashless if you can

Whether you're holding your Crafternoon online or in person, set up a JustGiving page ahead of your Crafternoon and ask your guests to donate there. While we are still adjusting to the impact of coronavirus, limiting cash handling is a good choice, and donations made online tend to be a little higher than those made with cash.

We have some simple instructions for setting up your page [online](#) – or drop us an email if you need any help.

If you're not sure what to say, we can help

Asking for fundraising donations from guests can feel strange, if you don't have the words, why not adapt ours:



Hi <name>! You're invited to my Crafternoon! I'm hosting an afternoon of crafting and relaxing <at my house/online/in the break room/at x venue> and I'd love you to join! We'll be making <your crafts> and having a natter on <date and time>

At my Crafternoon I'm fundraising for Mind the mental health charity. There's been a huge increase in demand for Mind's mental health information and support this year, and I believe that no one should have to face a mental health problem alone.

I'd be so grateful for any donation you can give to help me make a difference through my Crafternoon – you can donate to my fundraising page here whenever you like <JustGiving link>. Thanks so much and see you then!

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

If you are holding your Crafternoon in person, 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.

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, whether you're crafting online or in person.

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. If you would like to hold a raffle online there are slightly different rules, so please get in touch with us before doing this 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.

What kind of Crafternoon will you hold?

Crafternoons come in lots of different shapes and sizes, so you can hold the Crafternoon that's right for you! The thing they all have in common is having fun, getting crafty and raising vital funds for Mind. Here are a few popular kinds of Crafternoon.

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.



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 wintery Saturday is not bad either.



When planning your Crafternoon, please follow the latest UK Government guidance, including from devolved nations of Scotland, Wales and Northern Ireland, about staying safe during the coronavirus pandemic. Restrictions and advice are likely to change over a period of time so it's important that you keep up-to-date with announcements and apply any new requirements to your Crafternoon.

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.



Virtual Crafternoon



This year we took Crafternoon online for a series of virtual craft-alongs during lockdown.

Holding your own online Crafternoon is easy. Set up a Zoom call, Skype or Facebook messenger hangout, invite your guests and craft along together online.

It's perfect for colleague Crafternoons if you're working from home, and long distance Crafternoons for friends across the miles.



Wellbeing tips for Crafternoon hosts

In the busy Christmas period, it's important to take some time out to focus on our wellbeing – and crafting can be a great way to do just that. But from our own experiences of hosting, we know that for some of us, getting everything ready can sometimes feel stressful.

You're doing something amazing by holding a Crafternoon, and we want to make sure you can enjoy it to the full, so we've put together some top tips for minimising stress and staying in the moment.

Before

Good forward planning is a great way to minimise stress. Use the checklist on pages 4 and 5 to break down planning into manageable chunks.

Know that you don't need to be an expert. Crafternoon is for everyone, whether or not you've crafted before or done any previous fundraising for charity.

The Crafternoon Team are here to help you every step of the way, drop us a line any time for help and ideas—we've been there!

During

Delegate! Don't hesitate to ask friends and family to pitch in with refreshments, or feel bad about asking a colleague to lend a hand with the raffle. Make sure you get chance to enjoy the day too.

If something goes wrong... Try not to worry, and reach out for support. Nothing is perfect, and if something unexpected happens like a few last minute cancellations, talk over your feelings with someone who can help you put things in perspective.

After

Rest, reflect, be kind to yourself – you deserve it. No matter how many people come along on the day, whether you raised pennies or pounds, your fundraising will make a difference to someone in real need of mental health support – and so will the awareness of Mind and mental health you've raised by taking part.

Find more wellbeing tips and support with managing stress online mind.org.uk/stress

How your Crafternoon makes a difference

The impact of coronavirus on the nation's mental health will be long lasting, so it is incredibly important that we take action now. Every Crafternoon helps make sure no one has to face a mental health problem alone.

£50

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

£80

could help 90 people access safe, online peer support group services through community-based mental health organisations.

£120

could help support five emergency service workers needing information or advice while fighting on the frontline.

£300

could run a text service for children and young people for over 12 hours, providing vital support and advice.

Crafting and raising money for Mind,
the mental health charity.

Registered charity in England (no. 219830) and a registered company (no. 424348) in England and Wales.

In aid of
 **mind**
for better mental health



Thank You!

At our Crafternoon, you helped raise an incredible

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Together, we're making sure everyone with a mental health problem has somewhere to turn, one Crafternoon at a time.

Registered charity in England (no. 219830) and a registered company (no. 424348) in England and Wales.

Crafternoon

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 mind
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