



# First time fundraisers



New to fundraising and unsure where to start? Here is a list of some great ways to kick-start your fundraising.

## Set up your fundraising page

First of all, you will need to set up your online fundraising page. We recommend JustGiving.

This is the page that you can direct your family and friends to. Remember, those who start fundraising early tend to get 37% more donations.

Don't forget to personalise your page with your story and photos. What challenge are you taking on? Why are you fundraising for Mind? This can be your personal story. Or if you prefer, write about our story and the work we do.

### Here are our pro tips to help maximise your fundraising page:

- Add a profile picture, this could **boost your donations by 23%**
- Set a fundraising target, this could lead to a **45% increase** in the amount you raise
- To boost your donations by **36%** try personalising your page with a summary of why you're supporting Mind and why donations are so important for the cause
- Activate your fundraising page with as little as £5 and go on to **raise £118 more**

## Let people know

Once you've set up your fundraising page, let everyone know. You can share your page on social media, send a few emails, give people a call or text, and you can even know download your very own QR code.

Why not create a blog and record how your training is going? Include posts about your story and updates on what you are doing. Don't forget to include photos and the link to your fundraising page at the end of each post so you can raise some extra funds.



## Fundraising and training planners

The best way to stay on top of your fundraising and training is to make a plan.

If you're organising a big fundraising event, leave yourself plenty of time. Set yourself weekly realistic targets leading up to the event.

Don't forget to download our handy fundraising planners to get you off to a speedy start.

For your training, find a plan that suits you and stick to it. Most event organisers will have training plans available on their website.

For more inspiration and advice, visit [mind.org.uk](https://www.mind.org.uk)

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



Registered with  
**FUNDRAISING  
REGULATOR**



Here are some of our favourite fundraising ideas to get your fundraising off to a flying start.

## Bake sale

To kick start your fundraising, why not go for the classic bake sale? You can host it at your work or at a community event and it is guaranteed to get everybody's interest.

Get your friends and family involved in the baking and have one of them to lend a hand on the day. You could even make it themed, cakes and yourself included.

**Top tip: People get peckish around 11am – or at least we do.**

## Quiz night

If your local pub already holds a quiz night, ask if the proceeds can be donated to your fundraising. If your local pub doesn't already hold a quiz, speak to the landlord to ask if you can host one to raise funds.

Choose a mid-week night and the quiz should bring in more business for the pub.

## Bag packing

Fancy dress and friends are here to help again. You will need to get permission from the supermarket. They do book up well in advance so you will need to plan for this and contact them early.

With the 5p bag law, people may need that extra bit of help to make the most of bag space.