

Move for Mind

"I felt amazing and that feeling did not stop once I completed the 30 days of the challenge. I actually kept it up, exercising everyday to begin with then a comfortable 3-4 days a week which I think is more sustainable in the long terms."

Katie



Earn a blue or white Move for Mind T-shirt when you raise £50.

Online fundraising

Set a target

Those who set fundraising targets tend to raise more. Having a target is a great way to motivate yourself, and encourages your supporters to give more. Once you hit your target, why not raise it again!

Personalise your page

Update your JustGiving photo and story to let people know what Move for Mind is about and what taking part means to you. Fundraisers with pictures on their page raise 14% more. A perfect excuse for a #selfie!

Donate to yourself

The first few donations on your page will set a trend for how much your supporters are likely to give. Be your first donor and get your fundraising off to a great start!

Share and share again

According to JustGiving, every share on social media is worth £10. Don't be afraid to share your page multiple times – sometimes it takes people a few times seeing your page before they donate. Remember every share is helping to change attitudes towards mental health.

Update your supporters

Your supporters want to hear how your challenge is getting on! Keep them up to date by posting your progress on your JustGiving page.

Keep it going

20% of donations come in after your challenge has finished, so keep on sharing and let everyone know how great you are!

Make it to £150 for a special Move for Mind medal.



Fundraising ideas

Virtual physical activity

Make one of your activities an online class and stream it on Facebook Live or Instagram Live. It could be yoga, pilates or old school aerobics. Ask friends and family to donate to your JustGiving page to join.

Tour of the houses

If you have friends and family that live nearby, you could plan a run that passes their houses so you can wave hello as you pass by. People could donate to be put on the route.

Pick what you wear

Friends and family could donate and pick the most ridiculous/fun outfits for you to get active in – they get photos for evidence!

Mix it up

Ask friends and family to donate to choose what activities you do. Who knows, you might even find a new favourite activity!

More virtual fundraising ideas [here!](#)

Staying safe during your challenge

The winter months are well known for short dark days so it's important that you think about how you will stay visible and safe while exercising outside.

Our top tips are:

- Wear high-vis clothing if going out in the dark.
- If you are cycling make sure your bike is fitted with front and rear lights.
- Tell someone where you are going.
- Do your activity with another person, within the coronavirus guidelines.
- Stay inside! If the weather is too bad (icy pavements or poor visibility) stay in and do a home-workout.

How your fundraising can help



Will fund our online support community Side by Side for two and half hours.



Could help us campaign for better mental health services from the Government.



Could pay the cost of one of our infoline or legal line advisors for a whole day.

This winter is going to be tougher than many we've faced before. Since the pandemic began, we've seen depression rates double, record numbers of people in crisis and more calls to our infoline than ever before. We're dealing with a mental health emergency. Your support is more vital than ever.

Read more about Mind's work [here](#).

Move for Mind checklist

- ☐ Personalise your Just Giving page.
- ☐ Join our [Facebook](#) page.
- ☐ Plan your 30 days of activity with our [calendar](#).
- ☐ Share your challenge with friends and family.
- ☐ Raise £50 to receive your Move for Mind T-shirt.
- ☐ Raise £150 to receive your medal.
- ☐ Keep friends and family up to date with how you're getting on.

Mind resources

- [Download](#) your Move for Mind calendar.
- Visit our [fundraising resource centre](#).
- Visit our [exercise and wellbeing hub](#) to find ways you can get active.
- Read our Move for Mind [FAQs](#).
- Join the Move For Mind [Facebook](#) page.

Contact us at move@mind.org.uk



mind.org.uk

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 **mind**
for better mental health