

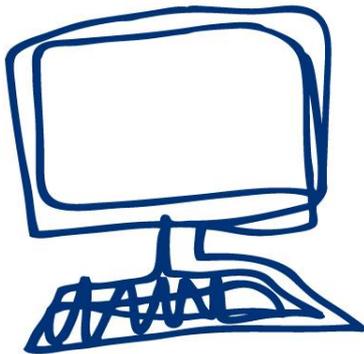
Asking for donations

Asking people for donations can be a tricky task sometimes. Here are some templates that you can use to make your fundraising easier for you.

Social media

Facebook

Write a post on your timeline for all your Facebook friends to see. You can share this at important times during your fundraising. Share when you first create your fundraising page or event page, a week before your event and the day of your event. Don't forget to share photos too – got some great prizes? Let people know. Spent all evening writing place settings? Tell everyone!



Hi everyone, I have just signed up to do [your event/challenge] in [month] for Mind, the mental health charity! I will be busy [training/preparing] over the next [time period] and need your help. I'm raising money for Mind as they won't give up until everyone experiencing a mental health problem gets both support and respect. [Having experienced mental health problems/Having close family members/friends experience mental health problems], this cause really means a lot to me. Please [donate to my fundraising page [insert web link] / check out my event page] and thank you for your support.

Twitter

You can tweet updates to your followers on your training and fundraising, let them know how you've been doing!

I have just signed up to do [your event or challenge] for Mind, the mental health charity! I will be busy [training/preparing] over the next [time period] and need your help. Please [donate to my fundraising page [insert web link]/check out my event] and thank you for your support, this really means a lot to me.

At work or school

Signature

Add bit about your fundraising to your email signature, and watch the pounds roll in!

I am [your challenge] in aid of Mind! Please [donate to my fundraising page [insert web link]/check out my event] and thank you for your support.

Local businesses

We can send you a signed authorisation letter to send out to local businesses as proof that you are fundraising.

Letter template

Send a letter to local businesses asking for donations towards a raffle or competition.

Dear [insert name or position]

From [date] I will be taking part in an amazing event in aid of Mind, the mental health charity. I am putting all my spare time over the next [length of time] into fundraising and planning to prepare me for the [event] - this will be quite a journey!

Mental health problems are common, in fact 1 in 4 people will experience mental health problem at some point in their lives and this can happen to anyone. I am hoping to raise [amount of money], money that can go towards Mind's Infoline or campaigning for better talking therapies. Can you help Mind achieve this by [sponsoring me/ supporting me] in this challenge?

I hope that you will be able to support me by [ask what you would like to receive, i.e. raffle prize, donation, editorial space, other support, this is often received more warmly than a general request for sponsorship] – it would make a real difference. I'd be delighted to come and talk to you about this, and/or give a presentation on my [event]. Please call me on [Your phone number].

Yours faithfully/ sincerely,

[Your name]

