



## 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 on 3rd July for Mind, the mental health charity. It's an event that's all about taking the fight for mental health out in the open, and I'm fundraising so that Mind can be there – on the other end of the phone, providing support in local communities and fighting for better mental health services nationally.

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!

### 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



## 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 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. On 3 July I'm walking to take the fight for mental health out in the open, and I'm fundraising so that Mind can be there – on the other end of the phone, providing support in local communities and fighting for better mental health services nationally.

[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.

## 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 with your updates.

1. I'm taking part in the Mind Walk for Mind. On 3 July I'll be walking proudly to take the fight for mental health out in the open, and I'm fundraising so that Mind can be there – on the other end of the phone, , providing support in local communities and fighting for better mental health services nationally. 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]

## 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. An event that's all about taking the fight for mental health out in the open.

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 so they can be there – on the other end of the phone, providing support in local communities and fighting for better mental health services nationally.

We're walking for those we love, for those we've lost, for support, for respect. 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]

## **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 July I'm taking part in the Mind Walk for Mind, the mental health charity. An event that's all about taking the fight for mental health out in the open. I'm fundraising so that Mind can be there – on the other end of the phone, providing support in local communities and fighting for better mental health services nationally.

During the coronavirus pandemic, millions across the country have struggled with our mental health like never before. More than half of adults and two-thirds of young people said their mental health got worse during the first lockdown. (Mind's research with 16,000 respondents)



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/>