



Your guide to the Mind Walk



We're here to fight for mental health, for support, for respect. Join us for the Mind Walk this July and fly the flag for mental health. Wherever we are in the country, we'll be walking united in the fight for mental health – unstoppable together.

How to take part



Sign up

Create your JustGiving fundraising page (you've already done this!)



Plan your route and choose your date

Walk with us on the third or pick any other day in July. See our tips for where to walk below.



Tell your friends and family

ask them to join you or to donate.



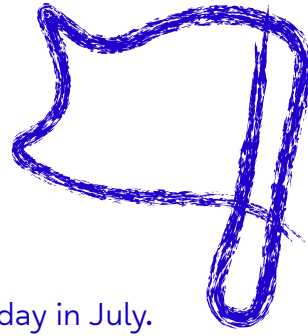
Start a conversation why mental health matters and get your first donation for your t-shirt

as soon as you receive your first donation on your JustGiving page, we'll send out your flag and t-shirt so you can fly the flag for mental health.



Join us for the Mind Walk

post photos of your walk on social media and check in with people that you've had conversations with about your walk.



the Mind Walk

Plan your route

The Mind Walk is not a physical fitness challenge, it's about taking the fight for mental health out in the open. Fly the flag for mental health your own way - walk on your own or with family, take in the sunrise or sunset or meet up with friends halfway for a midday picnic.

Choose a walking distance that feels achievable and suits your walking ability. We suggest you plan for no more than 10km. You might find inspiration for your walking route on one of these sites:

Walk4Life have a fantastic library of walks as well as ways to create your own route from your postcode.

National Trails have a library of walking routes and trails, ranging from gentle to moderate difficulty levels.

For London based walkers, TfL have some useful information about walking and many mapped out walking routes in London.

Forest Trails offer walking routes that are perfect for all ages, with engaging routes for families with young children.

Talking the talk and walking the walk

Every donation you ask for could be a conversation about mental health. Finding the words can be hard, but we've got ideas to get you started.

Visit the Mind Walk **resource centre** for more.

As well as starting conversations and taking the fight for mental health out in the open, the Mind Walk is about raising money to help make sure everyone experiencing a mental health problem can get support and respect. Here are our top tips to help your fundraising.

Share your 'why'.

Whether you're walking for hope, in memory of someone or to raise awareness, whatever the Mind Walk means to you let the world know and help take the fight for mental health out in the open.

Everyone will get a Mind Walk flag before July. You might want to personalise your flag, take a selfie and post it on social media using the tag **#TheMindWalk**.

Ready to share your why? Download the digital Mind walk **flag here**.

Set a fundraising target

We suggest setting a goal to raise £100, which could help:

Run our online
peer support
community
Side by Side for
5 hours

Pay the cost
of an expert
Infoline or
Legal line
adviser for
One Day

If you raise £100 we will send you a medal in the post after the event to celebrate your achievement.

Use our templates to ask for donations.

Finding the words to ask for support can be tricky. We've put together some **templates** for asking for a donation across every type of communication - text, email, social media - we've got you sorted!

Getting involved with the Mind Walk community

Join the Mind Walk Facebook group. In the group, you can share your reasons for taking part, meet other Mind Walkers and ask any questions you might have.

Use the hashtag **#TheMindWalk** to connect with others who are doing their own Mind Walk. Share your photos and stories on social media and make sure you tag Mind in your posts so we can see how your walk is going, too.

facebook.com/groups/themindwalk

Paying in donations

All the fundraising that you collect on your JustGiving page is sent to us automatically. This means that you don't need to do anything else and we can start using your donations straight away in the fight for mental health.

We recommend that you do all your fundraising through your JustGiving page. If you receive cheques or cash donations, please get in touch with us on the email below about how to pay these in.

Thank you so much for raising money for Mind through this event. Every donation helps keep us here – on the other end of the phone, in your local community and fighting nationally for better services and support.



@mindforbettermentalhealth



@mindcharity



@mindcharity

Got questions? Get in touch:

themindwalk@mind.org.uk

Call to speak to our Supporter Care team
on 0300 999 3887

registered charity in England (no. 219830)

