



Mind needs you!

How to make the most of your #StreamForMind



Thank you.

You've chosen your challenge, rallied your community and joined the fight for mental health.

In this guide, you'll find some example messaging to help you inspire your audience and make the most of your...

#StreamForMind

The Cause

You've joined the fight for mental health, but how should you talk about the cause with your audience? Here are some ideas to get you started.

- Mental health problems can affect one in four of us, so join my stream and help fight for mental health.
- Those of us experiencing a mental health problem can often feel isolated. Let's show each other that we're not alone.
- If you know how real the struggle can be... join me in the fight for mental health.
- Let's show everyone experiencing a mental health problem that they're not alone. Let's stand together and join the fight for mental health.
- It's time to unite and fight for mental health. Let's stand with anyone who needs our support.

The Fight

Get your community fired up and digging deep with some motivating statistics.

- Did you know that 1 in 5 children with a mental health problem have to wait for over 6 months to see a specialist?
- 1 in 15 people attempt to take their own life each year. Let's fight for those of us who are struggling.
- 23% of us experience a mental health problem at some point in our lives. Will you help Mind be there for everyone?



The Difference

Inspire your community by sharing what their donation can achieve.

- Just £8 could help Mind answer another enquiry on their Infoline and provide support when someone needs it the most.
- A donation of £20 could help 167 people take their first steps in getting mental health support through Mind's booklets.
- £40 could help keep Mind's supportive online community, Side by Side, open for another hour, helping people connect with others and feel less alone.



Spread the word!

No doubt you'll be using your socials to shout about your challenge, don't forget to use our hashtag and tag us to help us get even more streamers and creators on-board.

#StreamForMind

@MindCharity

Facebook: @Mindforbettermentalhealth

LinkedIn: search for Mind



Look the part!

Check out our range of resources to help your Tiltify, JustGiving, Twitch and social media profiles look the part and raise support.

mind.org.uk/streaming



Good luck!

mind.org.uk/streaming

gaming@mind.org.uk

