

Move for Mind



Your online fundraising

Set yourself a target

Fundraisers who set a target usually raise more money. Not only is it a **great way to motivate yourself**, but it encourages supporters to give more too.

Personalise your page

Update your JustGiving photo and story to **let people know what taking part in Move for Mind means to you**. Fundraisers with photos on their page raise 14% more – perfect excuse for a selfie!

Donate to yourself

Kickstart your fundraising with a donation, and set the trend for how much your supporters are likely to give.

Share and share again

According to JustGiving, every share is worth £10. Don't be afraid to **share your page multiple times** – sometimes it takes people a few times seeing it before they donate.

Getting to the finish line

20% of donations come in after your challenge is finished, **so keep it going!**

Update your supporters

Your supporters want to hear how your challenge is getting on, so keep them up to date by sharing your progress. Remember to use **#MoveforMind** so we can follow along too!



Earn a Move
for Mind
t-shirt when
you raise
£50.

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



If you hit
£350
we'll send you
a Move for
Mind beanie.



Move for Mind checklist

- ☐ Personalise your page.
- ☐ Join our [Facebook page](#).
- ☐ Set your challenge goals using our [progress tracker](#).
- ☐ Share your challenge with friends and family.
- ☐ Reach fundraising milestones to receive your rewards.
- ☐ Keep friends and family up to date with how you're getting on.

Mind resources

- ▶ **Download** your Move for Mind progress tracker.
- ▶ Visit our **resource centre** for exciting fundraising and activity materials.
- ▶ 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.



mindforbettermentalhealth



mindcharity



mindcharity

Registered charity in England (no. 219830) and a registered company (no. 424348) in England and Wales.



Registered with
**FUNDRAISING
REGULATOR**

How your fundraising helps

£20

Could help us to produce another 167 booklets about mental health.

£50

Could help keep our online peer support community, Side by side, open for another hour – helping people feel less lonely.

£70

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

£110

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

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

