

# Getting Started with Chapter Fundraising



# How-to Guide for Fundraising

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Fundraising may seem like a daunting task. Perhaps it's overwhelming to think about the amount you hope to raise and not know how to get there. Maybe you're just trying to figure out where to begin.

We've come up with some questions that will help guide you through the process of planning and executing a successful fundraiser! After you've answered these questions, try formulating a SMART goal for your next fundraiser. (See appendix for an example.)

## Getting Started

These are some questions you may want to ask yourself before you start your fundraiser(s). They can help guide your thought process as you plan and execute a successful fundraiser.

- What is our fundraising goal?
- What are our resources?
  - How many people do we have to help?
  - Who do we know that we can reach out to?
  - Where might we be able to sell?
  - Do we have some money to purchase anything to get started, or are we starting from scratch?
- How much time do we have to plan and execute?
- What do other organizations do that seems to be successful?
- How can we market our fundraiser?
- How can we engage our current supporters and reach new donors?
- Do we want to incorporate mental health information into our fundraiser? How?

## Where do your dollars go?

The vast majority of the money raised for Active Minds go directly back to our programming efforts so we can open more chapters, create new and improved programs, and engage more people in conversations about student mental health. (The little that doesn't go directly towards programming is what we use to keep the lights on at our office in Washington DC!) Active Minds is recognized as a "Top-Rated Nonprofit" by Great Nonprofits for several years based on our financial transparency and commitment to our cause.

## Chapter Fundraising Incentives

We love celebrating your success and appreciating your hard work by giving you cool stuff!



- **\$250 by June 30 (Basic Swag Box):** A box stuffed full of Active Minds branded buttons, stickers, pamphlets, tabling materials, and handouts to help you do the work of Active Minds in your community, better.
- **\$500 by June 30 (Super Swag Box):** A box stuffed full of \*double\* the amount of your favorite Active Minds materials including buttons, stickers, pamphlets, tabling materials, and handouts to help you do the work of Active Minds in your community, better.
- **\$1,000 by June 30 (Deluxe Swag Box):** A customized swag box that your chapter gets to pick out including an Active Minds tablecloth, t-shirts and other merchandise from the Active Minds store, and all of the buttons, stickers, pamphlets, and resources from our Super Swag Box.
- **\*Early Bird Special Bonus:** Raise \$250 before December 31 and you'll get a special Basic Swag Box in January stuffed full of Active Minds branded buttons, stickers, pamphlets, tabling materials, and handouts to help you do the work of Active Minds in your community, better. This is an extra bonus for your go-getter, early fundraising efforts! At the end of the year you'll be eligible for additional incentives based on your total fundraising through June 30.

If you raise over \$1,000 by June 30th, be prepared for recognition, adoration, and special perks as a thank you for your efforts and success!

## Approaches to Fundraising

When it comes to fundraising, your imagination is the only limitation! What you do certainly does not have to be any of these past chapter fundraisers, but it definitely can be. Don't be afraid to get creative and do what fits your campus!

### Direct Asks

- Local and Campus Groups
  - Local businesses and campus affiliates are often able to provide donations for charitable causes. Highlight your accomplishments and explain how their donation will support your mission. Active Minds' tax ID number and W-9 can be found [here](#).
- Chapter Fundraising Pages
  - If you have a large social media following for your chapter, you can reach out and ask for donations directly to your [chapter fundraising page](#)! You can also use this to do individual fundraisers on behalf of your chapter for holidays or your birthday.
- See Appendix for sample letter

### Community Fundraisers

- Food Trucks and Restaurants
  - If you can bring food trucks to your campus or an outdoor community space, you can arrange for a portion of sales to be donated to your organization. This is similar to the standard restaurant fundraiser. Plan a "food truck Friday" event with multiple vendors



or partner with a large campus or local event where there will be a lot of people in attendance.

- Donation Jar
  - Collaborating with large community events, such as outdoor concerts or support walks, can give you the opportunity to advertise your chapter, share resources, and ask for donations through a donation jar.

## Campus Partnerships

- Academic Departments
  - Partner with an academic department or school and have professors volunteer to be paid. Set different prices for different distances or discounts for buying multiple tries.
- Greek Life
  - Involving Greek organizations in a penny war is not only a great way to connect with new students on campus, but will also drive competition and increase the amount raised. Groups collect coins and bills to score points based on the denomination. All pennies count toward a group's point total while all other coins and bills are subtracted. All of the collections can be donated to Active Minds.

## Events

- 5k
  - Host a 5k walk on your campus or in your local community. You can charge a fee to register and challenge individuals and teams to raise the most money. Partner with different campus entities to get donations like a venue, mascots, food, etc.
- Tournament
  - Plan a tournament and invite individual students, student groups, and athletic teams to participate. Charge an entry fee for each team that registers. This may be a tricycle race, dodgeball, quidditch, anything.
- Mental Health Monologues
  - Sell tickets to a Mental Health Monologues event. Campus community members can submit their stories to be performed by the author or an actor. Performances demonstrate what living with mental illness is like and the hope that can be found in recovery.

## Sales

- Bracelets
  - Engage your chapter members by making your own friendship bracelets to sell. Use the nationally-recognized color for each mental illness so people can show support for a specific cause. For example, dark green for depression, teal for anxiety, periwinkle for eating disorders, and others. Include a mental health fact or statistic related to the disorder each bracelet represents.



- Raffle Basket
  - Selling raffle tickets for a basket is a good way to raise money, especially if you can get the items donated. Themed baskets usually do the best. If you can, partner with a local high school, college, or minor league sports team and sell tickets at their game. Campus events like Parents Weekend, Welcome Week, or Admitted Students Weekend are also good opportunities for raffles.

## Appendix

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### Setting a SMART Goal

By the end of the academic year, we will raise \$500 for the national Active Minds movement through several small fundraisers scattered throughout the year. We will track our progress using our peer-to-peer donation page and fundraising/budget reports.

### Direct Ask Sample Letter

Dear [NAME],

I am part of the Active Minds at [SCHOOL] chapter. Active Minds is a national nonprofit organization dedicated to changing the conversation about mental health. We put on programs and events to create a positive and supportive campus climate to better student health and well-being.

A landmark study by the RAND Corporation found the presence of Active Minds on college campuses could significantly increase the number of students who receive help for mental health issues that could otherwise have serious, lasting, and sometimes tragic consequences.

Please donate to support our work so we can continue to reduce the stigma surrounding mental illness. You can donate to our chapter directly through our fundraising page: [INSERT LINK]

We appreciate your help us in our mission to make sure every student knows mental illness is treatable, suicide is preventable, and help is available.

Best,

[NAME]

Active Minds at [SCHOOL]

