

# Cards of Kindness

*A festive, gratitude and kindness-filled fundraiser for Active Minds*



Thank you for downloading our Cards of Kindness kit! Cards of Kindness is a fun and creative way to fundraise for Active Minds while spreading a message of friendship and compassion in your community, particularly to those who find the holidays challenging. Every dollar you raise - be it **\$5** or **\$500** - supports our national movement to save lives and promote mental health among young adults.

## **Throw a card decorating party!**

With your chapter, pick a day, time, and location to organize a card-decorating party. Invite everyone you know to come hang out, eat snacks, and decorate cards for their friends and family.

## **What You'll Need:**

- **Printed Card Templates:** The suggested card template is included with this kit. Cut and fold into cards and consider printing on heavier weight paper like cardstock, if possible. **Note:** Designed to be printed 2-sided with a left bind.
- **Decorating Supplies:** Gather as many art/craft supplies as you can to inspire creativity! Markers, pens and colored pencils should be available, but also consider stickers, glitter glue, ribbon, and other items to glue to the cards.
- **Snacks and Music (Optional):** Consider taking this event to the next level by providing snacks and playing music! Create a fun atmosphere that everyone will enjoy and remember.

## **How to Fundraise:**

• **The Basics:** Remember, no amount you raise is too big or small! Think about a donation amount that makes sense for your community, but **we recommend asking for \$5 to decorate one card**. If you like, you can set up a progressive scale like the one below:

- 1 card: \$5
- 2 cards: \$9
- 3 cards: \$12
- Optional: For \$1 more, your chapter can mail the card via USPS to the recipient for a fun surprise package! Be sure to collect addresses with this option.

• **Collecting Donations:** Cash is great, but consider accepting payments through Venmo, Cash App, or another online payment system for payment ease.

• **Supplies:** If you have a craft store near you like Michael's, JoAnn's, or another local shop, consider asking them for a donation of a \$25 or \$50 gift card to their store to offset the cost of your printing and crafting supplies. *(Same tip for grocery stores when shopping for snacks!)* Be sure to mention that Active Minds is a 501(c)3 nonprofit organization and companies can receive tax benefits for donating to your work. Reach out if you need help drafting a donation letter!

- *Of note, some campuses have art supplies available through their student activities center and/or consider a partnership with an art club!*

• **Another Option:** Is someone in your chapter particularly crafty? Consider having them decorate several cards people can purchase rather than decorate the cards themselves! You can sell these pre-decorated cards at the event and at your tables or other events.

These are our suggestions on how to use Card of Kindness in your community, but you can be as creative as you want! Don't hesitate to reach out to Active Minds National Staff if you'd like to discuss this event, have questions, or just want to share your progress. Connect with Active Minds' Development Manager, Luis Ramirez, with any questions: [luis@activeminds.org](mailto:luis@activeminds.org).