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SPIRIT
WEEK

OCT. 19 - OCT. 23, 2020
activeminds.org/SpiritWeek

partner toolkit



SPIRIT WEEK

introduction

Thank you for participating in Active Minds Spirit Week! This toolkit will walk you through the steps you can take to engage your community during the week and provide tips and tricks to make the most out of your efforts.

If you have any questions that are not answered here, please contact us:

(202) 332-9595

give@activeminds.org

thank you to our sponsors



Community Day Sponsor

what

Active Minds Spirit Week is a nationwide call-to-action to advance Active Minds' mission: to change the conversation about mental health. Each day of the week is dedicated to one of our five pillars that achieve that change: **awareness, education, advocacy, connection, and community**.

We encourage you to participate through a combination of fundraising and engagement activities, using our suggestions below to guide your way.

why

Fifty percent of us will experience a mental health condition in our lifetime. *So why is it so difficult to talk about mental health with our friends, families, and colleagues?* For more than 17 years, Active Minds has been working to change the conversation about mental health, creating lasting change in the way mental health is talked about, cared for, and valued in the United States.

We may not all have mental illness, but we all have mental health. Loudly spreading our unified message of awareness, support, and compassion throughout different communities - schools, organizations, and workplaces - will continue to change lives and widen access to mental health resources for those who don't know where to turn.

when

In 2020, we are encouraging you to join us with the resources below during the week of October 19 - 23. Can't make that work? **Active Minds Spirit Week can be celebrated anytime!**

how

There are two ways to participate: engagement activities and fundraising. Each day we challenge you and your team to complete one engagement activity based on one of the pillars of change and reach our suggested fundraising goal.

WHERE DO I START?

Step One: Pick the Timeframe

Step Two: Set a Fundraising Plan

Step Three: Set an Engagement Activity Plan

Step Four: Spread the Word

STEP ONE: PICK THE TIMEFRAME

First check in with the appropriate leaders on your team to see what week works best for you. We recommend picking a Monday through Friday schedule that won't interfere with any other big events (holidays, vacations, etc.).

**We encourage you and your team to join us during the national
Active Minds Spirit Week campaign, October 19 - 23!**



STEP TWO: SET AN ENGAGEMENT ACTIVITY PLAN

Because of COVID-19, we are engaging with our communities and workplaces in different ways. Think creatively about how you can share important information about mental health with your community.

Each day of the week is dedicated to one of the five pillars of Active Minds work. Use these pillars as your guides on how you can engage with your community during the week:



Awareness (Day 1): Not everyone has a mental illness, but we all have mental health. **Share** how mental health affects us all by spreading awareness in your community, along with the reasons why we all need to change the conversation.



Education (Day 2): You don't have to be an expert to help, you just have to be there. **Learn** the tips and tools of how to help a friend when it's more than just a bad day, and ways to take care of your own mental health.



Advocacy (Day 3): Just like physical health, mental health should always be a priority. **Advocate** for policies and initiatives in your community that ensure everyone has access to mental health resources.



Connection (Day 4): Let friends, family and colleagues know they are not alone in their mental health struggles. **Share** your own story about your mental health journey or how Active Minds has made a difference in your life.



Community (Day 5): Together, we all play a part in changing the conversation about mental health. **Share** how important your community is to you and invite others to join the Active Minds national movement before the week is over. *Community Day brought to you by [Happy Jack](#).*

All this work can be overwhelming, so the team at Active Minds has put together a sample plan of action for the week! We've broken it down day-by-day and included the pillars, fundraising plans, and engagement activity plans. (See page 9)

STEP THREE: SET A FUNDRAISING PLAN

Before the week begins, we encourage you to create a fundraising plan. Using a template to guide your fundraising will help keep you organized throughout the week.

How do I collect donations?

Active Minds now has a new fundraising platform on [our website](#)! With this new platform, it's now easier than ever to start a fundraising campaign, set and track your fundraising goals, and ask friends and family to support you!

How much am I expected to fundraise?

It's important to set fundraising goals for your chapter/team and for yourself. On our new fundraising platform, each team page has a default goal of \$500 and each individual fundraising page has a default goal of \$250. When you set up your pages, you have the flexibility to change these goals – higher or lower – based on what you think makes the most sense.

You can ask your friends and family to donate directly to your team page to help reach your overall team goal, or you can direct people to your personal page to help reach your own individual goal. It's important to know that when someone donates to your own personal page, it also counts in your team total too! Mix up the messages during the week to have people support your chapter/team as well as your individual page – see what people respond to the best!

Who will you contact for donations?

Here's a list of people you can approach to get your fundraising started. To reach even more people, try to think of who you know beyond this list - the worst anyone can say is no! *For workplaces, make sure your check with your HR department about any rules/regulations on fundraising.*

- Friends
- Family members
- Facebook friends
- Previous or current co-workers
- Neighbors
- Roommates
- Community groups
- Local businesses

How will you contact your potential donors?

Think about what is most appropriate for each relationship, and what will help them be most excited and likely to respond to you with a donation. Possible methods include:

- Sending emails – This is a great way to share why you think Active Minds and our mission to change the culture around mental health is worthy of a donation. Your personal mental health story can also be shared this way. Email is great for contacting co-workers, businesses, or relatives. **It's good to remember that most people need at least 3-5 touches before they will donate** - don't get discouraged if you get little to no response from your first email. Keep on trying: most people just need a small reminder!
- Texting - use to contact friends and family, so you can get quick response from those closest to you.
- Social media posts – Posting widely is a great way to reach beyond your immediate network.

Fundraising Plan Template

ONE Spirit Week Fundraising Goal: \$_____

TWO reasons mental health culture change should be supported / is worth investing in:

THREE places I can ask for donations:

- Active Minds' [Fundraising Page](#) Facebook Instagram Live Venmo Mail check

FOUR people I can personally call, text, email, or tag on social to ask for their support:

FIVE fundraising requests I can post to my social media:

- I am hoping to raise \$50 today in honor of the 50% of people everywhere who will experience a mental health condition in their lifetime. Will you donate to help me reach my goal?
- My goal today is to raise \$67 for Active Minds, because 67% of college students will tell a friend they are feeling suicidal before anyone else.
- Will 20 people donate to my fundraiser today? Students are 20% more likely to receive treatment on campuses that are supportive of mental health issues.
- Will you donate \$17 to my fundraiser today? For 17 years, Active Minds has inspired me and millions of others to learn how to help each other in our mental health journeys.
- So far, my network has donated \$(amount) to support mental health for everyone. Please, donate today to help me and my Chapter reach our \$500 goal!
[Link to fundraising page]

STEP FOUR: SPREAD THE WORD

Now that you've set up your engagement plan and fundraising page, it's time to spread the word with your community! Sharing posts on social media is a great way to let your friends and family know that you are participating in Active Minds' Spirit Week and to engage them with the five pillars of the week.

Be sure to **share why Active Minds and mental health awareness is important to you**. People are always willing to support important causes, but it's up to you to share why mental health is important for everyone. And don't forget to include an eye-catching **shareable graphic** and the **link to your personal/team fundraising page** so people know where to donate.

[Click to Download Shareable Graphics](#)



day 1



Not everyone has a mental illness, but we all have mental health.

Share how mental health affects us all by spreading awareness in your community and the reasons why we all need to change the conversation.

Share your Daily Fundraising Goal

Share a fundraising goal to raise \$50 in one day, and inform your community that 50% of people will experience a mental health condition in their lifetime.

- Share this statistic on social media, along with your goal for the day and the week:
- *“Mental health affects us all. In fact, 50% of us will experience a mental health condition in our lifetime. This is why Active Minds has dedicated this week to supporting mental health for everyone. I am trying to support Active Minds by raising \$(fundraising goal) by (end date). Please consider supporting my fundraising efforts by donating at (fundraising page). Together, we can change the conversation around mental health. [Link to Fundraising Page]”*
- [Use this special progress graphic](#) to show how you are doing! Color in the progress you’ve made to your goal (25%, 50%, etc.) to let your community know that you still need their help!

Do More

Share mental health statistics and resources on social media throughout the day! Better awareness of mental health conditions, experiences, and treatment helps us know when to seek care for our own struggles, and how to better understand and support those around us that are struggling.

- Follow Active Minds on social media so you can repost our resources throughout the day.

Go Bigger!

Host a virtual mental health trivia night for anyone who wants to learn about mental health challenges.

- See below for [sample trivia questions](#) you can use.

day 2



You don't have to be an expert to help, you just have to be there.

Learn the tips and tools of how to help a friend when it's more than just a bad day, and ways to take care of your own mental health, too.

Share your Daily Fundraising Goal

Share the day's goal to have 15 friends donate \$15 dollars each to represent the 1 in 5 adults who have a diagnosable mental illness.

Ideas to get your fundraising started:

- Text 15 friends for a \$15 donation using this message:
- *"Did you know that 1 in 5 adults has a diagnosable mental illness? With Active Minds, I am helping to change the conversation about mental health so everyone feels comfortable seeking help. You can help me by donating to my fundraiser today."*
- Post a [Fundraising Bingo Board](#) and try to fill the entire board!

Do More

Participate in your favorite self-care activity with friends or family and share on social media!

- Here are some of the Active Minds team's favorite ways to practice self-care:
 - Talking on the phone or FaceTiming friends and family
 - Reading a new book
 - Being active through activities like yoga or running
 - Listening to music or building a new playlist
 - Outdoor activities like hiking or gardening
 - Finding a new recipe to try at home

Go Bigger!

Lead or host a (virtual) V-A-R Training on this simple three-step guide to helping a friend or colleague who may be struggling with their mental health

- Head to [this page](#) to get the tools to lead your own V-A-R training!
- Head to [this page](#) to find out how to book an Active Minds speaker to lead your V-A-R training.

day 3



In changing the culture of mental health, *Your Voice Is Your Power.*

Use your voice to ask about policies and initiatives in your community that ensure everyone has access to mental health resources.

Share your Daily Fundraising Goal

Share the day's 10x10 goal (\$10 from 10 friends) and share that 100% of people deserve to get the help and support they need for their mental health as soon as they need it. By encouraging and implementing basic mental health policies in your community of workplace, we can make sure that resources are always readily available.

- Ask for donations from 10 friends using this sample text message:
- *"Hey (Name), right now is Active Minds Week, dedicated to supporting mental health awareness for everyone. It is important that we all have mental health resources and supportive policies in place. One thing you can do to help me advocate for these resources is to help me and my team reach our goal of raising [GOAL] for Active Minds. I hope you will consider making a gift by going to (website/Facebook link). Thank you for your support and let me know if you have any questions!"*



Do More

More than ever, mental health culture in school settings is vitally important, especially for BIPOC students who are statistically less likely to feel able to use mental health resources.

Launch one policy or cultural change initiative to improve campus mental health support for BIPOC students, as laid out in [Active Minds' Your Voice Is Your Power campaign](#). Already have your policy change efforts in progress? Commit this day of your Active Minds Week to action to continue your efforts toward your goal.

Go Bigger!

Bring a supportive mental health culture to a workplace that affects you by pitching, planning, and hosting an [Active Minds @Work](#) virtual event with your workplace or community.

day 4



Let friends, family and colleagues know they are not alone in their mental health struggles.

Share your own story about your mental health journey, or how Active Minds has made a difference in your life.

Share your Daily Fundraising Goal

Share the day's goal to receive donations of \$17 to represent the beginning of the Active Minds story 17 years ago and inspire others to share their own mental health story. Here are some suggestions to get your fundraising started:

- Virtual Game Night – Offer to host a virtual game night for the first 5 people to donate \$17 or more.
- Challenge Yourself - Tell your friends and family that you will dye your hair or dress up in a funny costume if you receive 17 donations of \$17.

Do More

Sharing and being open about our mental health can be daunting. While stigma is down significantly in younger generations, many people still believe they will be judged for speaking up or seeking help (we call this “self-stigma”). But that’s not true! Most people say they’d like to help a friend in need.

Send the [Here For You](#) icon to three friends to let them know that you want to have a conversation about mental health.

Go Bigger!

Host a virtual “open mic” night with your chapter and community members. Encourage people to share their mental health journey through storytelling, poetry, music and more.

day 5



We all play a part in changing the conversation about mental health.

Share how important your community is to you and invite others to join the Active Minds national movement before the week is over.

Finish Raising Your Fundraising Goal

Host a virtual community fundraising event to close the week out strong, or celebrate having reached your team or organizational fundraising goal!

- Examples of virtual events:
 - Host a livestream fundraising event on your company's social media page.
 - Throw a virtual talent show with some of your multi-talented team members.
 - Invite friends to a virtual dinner party, with a \$5 encouraged donation to participate.
- Encourage everyone in your team or company to raise \$50 more by making one last social media push. Here's a post you can use:
 - *"Thank you to everyone that has supported me throughout Active Minds Week! So far I have raised \$(progress so far) to support mental health for everyone. Please help me reach my team's goal of \$500 by donating at (fundraising page) [Link to fundraising page]."*

Do More

Tag a friend and thank them for being part of your supportive community. Use this opportunity to thank all your donors for supporting you throughout the week!

Go Bigger!

Create and post a [word cloud](#) with the names of people who joined in with your Active Minds Spirit Week (*donors, participants, social sharers, advocates, and more*) and words representing the efforts you undertook throughout the week. Tag as many participants as you can, to express that they are all part of a community of support when it comes to mental health.



[Happy Jack](#) was founded by Jack Nathan before he was tragically lost at age 19, in an accident in July 2020. HappyJacksWorld is not just an apparel company, it's a community. It's a brand meant for anyone who feels trapped in their mind, and a reminder to be exactly who you are, struggles and all. Jack eased his own anxiety via painting and design. He was also a central, strong, supportive figure for his community of friends and family, sharing encouragement for all to feel their best, or at least feel supported when not at their best. Because of this, Happy Jack - continued now by his mom, Bradi Harrison, and dad, David Nathan - is pleased to sponsor the Active Minds Spirit Week COMMUNITY DAY.

"Do precisely what is important to you. Otherwise you'll end up being normal, and normal is boring."

CONTACT US

Be sure to tag Active Minds in your social media posts to show your progress – we might even share your successes with the rest of our network!

Remember that we are here to help! If you have any additional questions or need fundraising support, just reach out to national staff member, Luis Ramirez, at (202) 332-9595 x106 or luis@activeminds.org.

Thank you again for joining Active Minds in opening the conversation around mental health!

Appendix

Extra Activity Ideas for Each Day

Awareness

- Lead a virtual Q&A with an Active Minds speaker or panel of speakers
- Create large posters with mental health statistics and post them in key areas of your office

Education

- Host QPR: Question, Persuade, Refer - Suicide Prevention Trainings
- Host a Mental Health Education Workshop
- Partner with a local mental health service for an event on learning the signs of mental illness

Advocacy

- Ask your company/employer about their mental health policies and initiatives, such as leave policies and communicating with your supervisor
- Ask your company/organization to include crisis numbers in existing employee resource lists
- Head to [this page](#) to find out how to be there for your employees

Connection

- Encourage your networks to follow Active Minds on social media to stay connected to our nationwide network of mental health advocates
- Host a virtual Active Minds Speaker to learn more about overcoming personal mental health experiences
- If your company/organization has a blog or newsletter, ask to write a section about mental health awareness and support

Community

- Award “feel good” superlatives to your team members, like “Most Likely to Tell a Hilarious Joke,” to celebrate your peers
- Use the “Here for You” icon to share with your community that you are a mental health advocate and willing to have a conversation about mental health

Starting Your Fundraiser

Here's how you start a fundraising page for your company and yourself:

For Your Company/Organization:

- [Click here](#) to go to the Active Minds Spirit Week fundraising platform.
- Click the "Become A Fundraiser" button and click "Create A Team."
- Follow the step-by-step process to create an account and set up a team page for your company/organization!
 - *Note: By going through this process, you will become the team captain for your team's page.
- Make sure to update the story section of your page and profile picture to make it more personalized!

For Yourself:

- Visit activeminds.org/SpiritWeek and click "Find Your Team."
- Click the "Become A Fundraiser" button and select the "Join a team" option.
 - Note: If you cannot find your team, your team page may not have been created yet. Check with the leaders of your team to see who should create the account and follow the steps in the "For Your Company/Organization" section above.
- Follow the step-by-step process to create an account and set up your personal fundraising page. The team captain will receive a notification by email that you have joined the team!
- Make sure to update the story section of your page and profile picture to make it more personalized!

Tracking Your Progress

Use a form like this to track your participation!

	Awareness	Education	Advocacy	Connection	Community
Fundraising Progress					
Engagement Activity Participants					

Fundraising Tips & Tricks

- **Set Your Goal** - Setting your individual fundraising goal before the week begins helps you stay consistent with your messaging throughout the week.
- **Draft** - Drafting your emails, texts, and social media posts early will make fundraising easier throughout the week.
- **Prepare** - Having the contact information of your potential donors prepared before the week begins allows you to send out communications easily and quickly.
- **Follow up** - Keep your donors updated with your fundraising progress throughout the week and ask them to help you hit your next milestone.
- **Thank your donors** - Thanking your donors is the most important part of fundraising. Try tagging them or writing handwritten notes to show them how much you appreciate their support.
- **Employer Match** - Some companies double or even triple employee's contributions, as well as gifts of retirees, spouses, surviving spouses, and outside directors. Contact your Human Resources department to determine if your employer participates.
- **Make it a competition** - Friendly competition within your team or company can incentivize people to raise even more!

Sample Trivia Night Questions Related to Mental Health

Q: What % of us will experience a mental health struggle in our lifetime?

A: 50%

Q: Who is a young adult most likely to talk to about their mental health struggles before anyone else?

A: A friend

Q: By what age have 75% of mental health issues began?

A: 24

Q: On average, out of 100 adults, how many have a diagnosable mental illness?

A: 20

Q: What's more important: mental health or physical health?

A: Neither, and both! Equally important to overall health.

Q: What percentage of students with anxiety or depression do not seek treatment?

A: 2/3 – 66%. (That's why our work together to change the culture around mental health is so important!)

Q: What does the "A" in V-A-R® stand for? Bonus to say what each of the three letters means!

A: Appreciate; all three are Validate, Appreciate, Refer.

Q: To what number do I text the word, "BRAVE" if I want to reach the Crisis Text Line?

A: 741-741

Q: If a friend is struggling and I don't know how to help, who can I call and at what number?

A: Suicide Prevention Lifeline: (800) 273-TALK (8255)

Q: In what year was Active Minds founded?

A: 2003

Sample Fundraising Bingo Board

Choose any amount and help me fill my board to help change the conversation about mental health! [Click here to download the bingo board.](#)

\$10	\$9	\$5	\$17	\$15
\$5	\$20	\$7	\$10	\$9
\$15	\$12	FREE SPACE	\$25	\$5
\$9	\$17	\$15	\$5	\$10
\$12	\$5	\$25	\$8	\$17

Frequently Asked Questions

How much does it cost to start an Active Minds fundraiser?

There is no registration fee when creating an Active Minds fundraiser.

Are donations tax deductible?

All donations to Active Minds are tax deductible. For online donations, donors will receive a tax receipt via email. For donations received as a check, we'll send a receipt via email or mail.

How do I get donations that I collect offline counted toward my total?

The best way to coordinate cash or check donations is to contact the national office directly. Please email give@activeminds.org or call (202) 332-9595 to do so.

Where can I find financial information about Active Minds?

Please view our [Financials](#) page to view our financial statements and impact report.

How can I get more involved with Active Minds?

Thank you for your interest in helping Active Minds! Please see our [Take Action](#) page for opportunities to make a difference.