

CHAPTER SUCCESS GUIDE: FUNDRAISING



Fundraising is a valuable and productive skill for you as an emerging professional. In addition to contributing to a cause that you believe in (every dollar supports the Active Minds national movement and/or your own chapter efforts immensely), you are also developing your own professional skills that will serve you well throughout your career. In this guide, you'll find suggestions, ideas, and best practices to support your fundraising efforts.

How to fundraise for Active Minds

Every October, Active Minds students, families, workplaces, schools, and partners join together to celebrate [Active Minds Spirit Week](#), 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. Many chapters find success fundraising during Spirit Week by using the guides, toolkits, and peer-to-peer fundraising pages available on our [website](#). If you miss Spirit Week in October, we welcome you to participate at any time throughout the year! All you need to do is pick a timeframe that works best for your chapter and school, then brainstorm your fundraising plan. Each day we challenge you and your chapter to complete one engagement activity and reach our suggested fundraising goal. Don't forget to include an eye-catching [sharable graphic](#) and the link to your personal/team fundraising page, so people know where to donate!

A note on using the Active Minds W9 or other nonprofit designation documents:

Active Minds is a national 501c3 organization, which means that we are a tax-exempt nonprofit recognized by the federal government. Our W9 is the document that most organizations or businesses need to make more significant donations or make donations that will be associated with their taxes. Since the Tax ID number contained on the W9 is associated with the Active Minds National Office, all funds raised in reference to that number must come directly to the National Office in support of your chapter fundraising efforts if you have questions about accessing or using the Active Minds W9 or Tax ID number, email chapters@activeminds.org.

Chapter Fundraising Hot Tips

- Think about what other departments or organizations may be interested in partnering with you to achieve your goal - they may be able to support your work financially as well as substantively.
- Consider opening up your programming efforts to your local community, on and off-campus! Engage your local high school or local businesses who may be interested. Ask your student associations about the possibility of special event funding. Find out if there are local grants for mental health efforts in your area.
- Do you need materials or food for your event? Local companies, or even big chain businesses, may donate to your efforts with gift cards, craft materials, or food as an “in-kind” donation to support your work.

- Set up the ability to accept money for your chapter via Cash App, Venmo, or Paypal for quick and easy donations.
- Engage your team! The more people involved, the lighter the lift. If your goal is to raise \$500, two people raising \$250 is a much bigger lift than ten people raising \$50!
- Use your chapter and/or personal social media accounts to raise awareness and excitement! Check out the Spirit Week guide for more pointers on how to fundraise online.
- Lastly, embrace your passion. Nothing is more inspiring than your personal goals, power, and reason for doing your work with Active Minds.

Resources

- Find Chapter resources, success guides, opportunities, and more on the [Active Minds Chapter Hub](#).
- Connect with Active Minds National Staff! Get advice, ask questions, and brainstorm with our team. We're here for you. The Chapters team hosts weekly [office hours](#) where you can learn about chapter success tips, ask questions, work through any challenges you may be facing, and more!
- Sign up for Slack and chat with student leaders from across the country! Slack is a comprehensive platform that gives you the ability to ask questions, provide ideas, share successes, and overall build a more cohesive network of Active Minds, mental health advocates, and activists. [Sign up for Slack](#) and download the app onto your phone and/or computer.