

# FUNdraising Tools

## Branding Guidelines/Images

Mental Health Connecticut encourages every fundraiser to be creative in their fundraising efforts. We do ask that you adhere to our branding guidelines when using our logo and agency name in the community.

### MHC Colors:

**GREEN:** #46763A

R = 70, G = 118, B = 58

Pantone Solid Coated 7742 C

PMS=363C

**YELLOW:** #FFB718

R = 255, G = 183, B = 24

Pantone Solid Coated 7409 C

PMS=123C

### MHC Logo



### MHC Anniversary logo



### Approval process

All materials should be sent to [jdavis@mhconn.org](mailto:jdavis@mhconn.org) for final approval, prior to printing or posting to the public. If you have any questions or would like access to other MHC branded artwork, please contact Jackie Davis for permission at [jdavis@mhconn.org](mailto:jdavis@mhconn.org) or call 860-529-1970 ext. 110.

## Making the Ask – Ten tips for asking for donations

- 1) **Think BIG** – Make a list of people you know (friends, family, colleagues, neighbors). Think about the people you see day-to-day at work, school, in the community. These are all potential donors to your cause.
- 2) **Set a personal goal** – As part of the **#Belofl10**, we ask that you set a minimum goal of raising \$1,000 for MHC within the year of 2018. Be sure your goal is one you are comfortable striving for and set a plan for success. When soliciting, you can share this goal with others and encourage them to be the one to help you exceed it.
- 3) **Keep communication consistent with your audience** – When you think about the groups from step 1, do you communicate via email, social media, or face-to-face? In whichever way you usually interact with this group, is the best method to asking them. For friends you chat with on Facebook, create a Facebook post with a link to donate online. For those you see at the community center, bring a donation sheet (see pg. 20) and have a conversation about your goals for helping this cause and how they can help.
- 4) **Make it personal** – When you first approach a potential donor to make a donation to your cause, share a story with them of why this cause is important to you. People are more likely to give to a cause when they understand the importance behind it.
- 5) **Provide information** – Be prepared to answer questions about the cause, what the funds will accomplish, and what the organization does for the community at large.
- 6) **Ask for a specific amount** – When soliciting, giving people a suggested amount is helpful. Ask if they can donate a specific amount (for example: \$110) but be sure to also let them know any amount is greatly appreciated.
- 7) **Collect donor information** – Unless the donor wishes to remain anonymous, collect their full name, address, phone, and email address so that the organization can send a formal letter of thanks as well as a tax receipt for their donation. Those who donate online will receive this information as part of their donation process, so encouraging online donations will make your job that much easier!
- 8) **Be respectful** - If they say “no”, kindly thank them for listening and don’t be discouraged. Remember that not everyone can afford to support your cause at the time you ask.
- 9) **Say “Thank You!”** – Every dollar raised is important and therefore every donor is equally appreciated. Even if the person is unable to give, be sure to thank them for their time. Remember, fundraising is also about raising awareness for the cause. Just by sharing your story with others, you are making an impact for a great cause.
- 10) **Have fun!** - Keep your enthusiasm and confidence high. You are part of a strong movement and we thank you for fundraising with us!

## Templates

The **#Be1of110** website has templates for emails, letters, and social media blasts to aid you in your fundraising efforts. Below are some examples to aid you in contacting potential donors.

### Sample Email

**SUBJECT:** Help me reach my goal for Mental Health Connecticut

Hi all,

I've decided to #Be1of110 Champions of a healthy mind and body and I need your help!

I'm sharing my story of #WhatMovesYou to be healthy while raising money for Mental Health Connecticut (MHC) and their health and wellness programs: *<insert your personal fundraising page here>*.

MHC is a statewide nonprofit celebrating their 110th anniversary in 2018. Along with 109 other champions, I am working with MHC to inspire Connecticut with stories of what moves us (physically, mentally, and spiritually) to be healthy while we help reach MHC's goal of raising \$110,000 in 2018.

Check out my fundraising page at *<insert your personal fundraising page here>* and please consider making a donation to help me reach my goal of **<\$1,000>**.

Give today. Giving online is easy and fast, and your support will make a real difference. I appreciate your help!

Thank you,  
[your name]

### Sample Social Media Posts

I'm raising money for Mental Health Connecticut as a #Be1of110 Champion of a healthy mind and body! Help me reach my goal and inspire others to adopt new healthy habits while we expand MHC's health and wellness programs #WhatMovesYou #Give110Percent #Be1of110

Just a small donation will go a long way to helping me meet my goal for Mental Health Connecticut and its health and wellness programs. #Be1of110 #WhatMovesYou

I'm raising funds for Mental Health Connecticut as they celebrate 110 years of improving mental health for all Connecticut residents. #WhatMovesYou to #Give110Percent for mind and body health?

Mental Health Connecticut wants to know #WhatMovesYou? I am inspired by the 1 in 5 adults who experience mental health conditions each year and continue to strive for wellness every day. This is why I'm raising \$1,000 for MHC this year.