



#Be1of110

Fundraising Toolkit

#Give110Percent

Sponsored by



Join us in raising \$110,000 for MHC and its **health** and **wellness** programs



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In 2018, Mental Health Connecticut (MHC) will celebrate 110 years of improving health for all Connecticut residents. We believe that mental health is a vital component of overall health, from talking about it to caring for it. To honor our anniversary, we want to show Connecticut the importance of giving 110 percent to mind and body health, and we need your help!

MHC is looking for champions of a healthy mind and body. As a **#Be1of110 Champion**, you can inspire others with your story and help us raise \$110,000 for MHC's wellness programs, such as gardening, yoga, art, relaxation rooms, and more. Together, we will:

- 1) Share stories:** #WhatMovesYou to be healthy? Running? Meditation? Painting? Playing with your kids? Skiing? Dance? Gardening? Volunteering? Dog walking? _____? Share your story as a Champion of a healthy mind and body and inspire others to give 110 percent to adopting new healthy habits!
- 2) Fundraise:** Sign up as an individual or a team to raise \$1,000, and help us reach our goal of raising \$110,000 in 2018. Top fundraisers will compete for great prizes!
- 3) Join the Movement:** Join other champions as we ask Connecticut to explore activities that improve mind and body health. It's time we all gave 110 percent to ourselves, our health, and our wellbeing.

Visit www.mhconn.org/be1of110 to get started. We've included everything you need to tell your #Be1of110 story, host a successful fundraiser, and rally Connecticut to be champions of mind and body health!



mhconn.org/be1of110

#Be1of110
#WhatMovesYou
#Give110Percent

Step 1: Tell your story



#WhatMovesYou to be healthy?

As a **#Belin10** Champion of a healthy mind and body, this is the question we're asking you to explore. While we are focusing on the mind-body connection, we also recognize that **#WhatMovesYou** can mean many things.

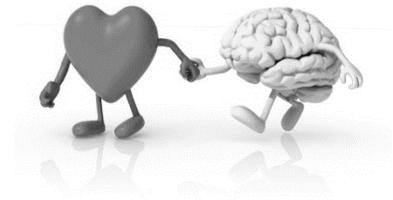


Physically – What (literally) moves you?

How does running reduce your stress? Does martial arts enhance your ability to focus? Do you dance because it's therapeutic? Do you play sports to feel part of a team? Have you started a new routine with coworkers that has improved your health?

Mentally – What (emotionally) moves you?

Does reading help you decompress? Does a Friday night out with friends help you cheer you up after a long work week? How does music or art make you healthier? What gets you out of bed each morning? What do you look forward to at the end of the day?



Spiritually – What (motivationally) moves you?

Are you inspired to act when others set a positive example? Are you motivated to stand up against bullying? Does spirituality help you maintain an inner balance in your life? Do you meditate to relax? Are you a role model to anyone in your life?

We each have our own path to wellness. You could inspire others to explore that path, or start their own. Your story will also be the core of your fundraising campaign. Keep reading on how to include your story in your fundraising campaign and share it with others.

Step 2: Fundraise



**110 fundraisers x \$1,000 raised per fundraiser = \$110,000
for MHC and its health and wellness programs!**

MHC is so excited that you are joining us on this yearlong journey to raise funds for MHC and its health and wellness programs!

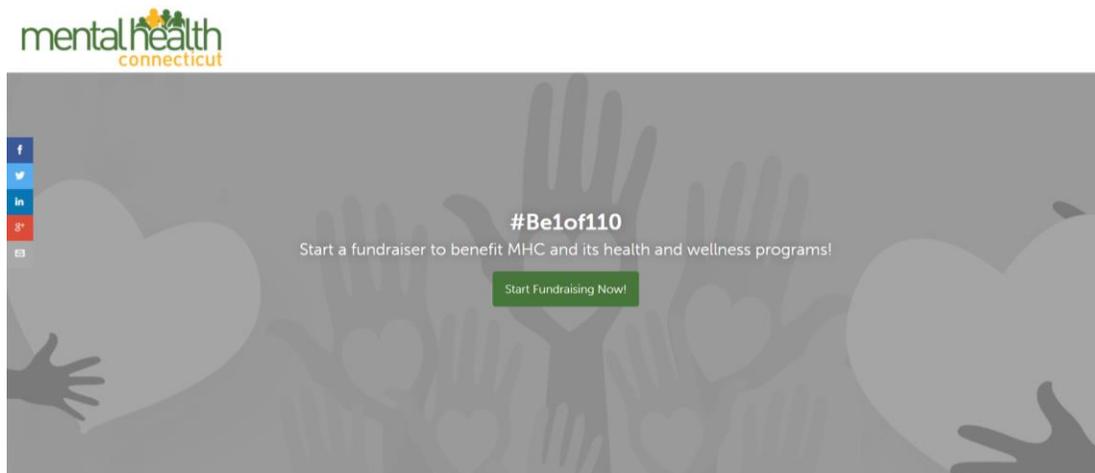
To reach your goal you can raise funds as an individual or as a group. Groups can be businesses, organizations, schools, families, civic groups, religious groups, or any team that wishes to fundraise together. With your help, we can expand programs like:

- **Mending Art** – Mending Art, now has over 100 program participants through our Waterbury-based Independence Center. Participants regularly participate in art shows and meet with other groups in the community to discuss the healing power of the arts. Many attribute their wellness to bringing art into their lives.
- **GROW (Gardening, Recovery, and Opportunities for Wellness)** – GROW is a skills-building and social enterprise program with the goal to improve the health, wellbeing and work skills of our program participants, while producing fresh vegetables, herbs, and plants for their friends and neighbors.
- **WHAM (Whole Health Action Management)** - WHAM is a peer-led intervention program that helps individuals create sustainable new whole health behaviors. Through small, dynamic groups and effective self-management techniques, individuals take charge of their health and successfully adopt new healthy habits.
- **Write On!** – MHC’s creative writing and advocacy program helps young adults find their voice and write their truth. Writers learn how to share their personal journey with mental health with the world to fight stigma and inspire hope.
- **Sensory Rooms** – In 2017, MHC built its first sensory room at HOPE House in Torrington and with your help, we can create similar spaces in other MHC facilities. Sensory rooms help individuals to build a mental and physical framework to properly process emotions and regulate responses in a safe environment.
- **Yoga, Meditation, and More** – Based on the interests of our program participants, MHC is looking to bring in more wellness activities to Stamford, Bridgeport, Danbury, Waterbury, Torrington, and West Hartford.

On the following pages, you will find everything you need to have a successful and fun fundraising experience.

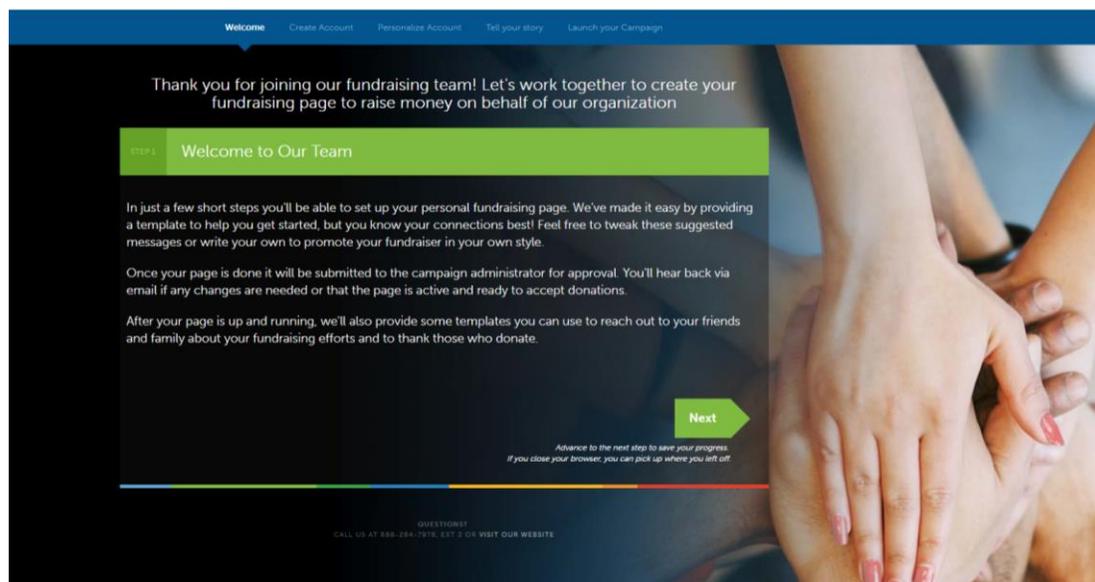
Create Your Personal Fundraising Page

Getting started is easy to do and it's fun. Click the below image to take you to the #Be1of110 campaign website.



Click the “**Start Fundraising Now!**” button to get started and our site will guide you step-by-step to set up your very own fundraising page.

When creating your personal page, be sure to include your personal story. Donors will want to know why you chose to fundraise for MHC, #WhatMovesYou to raise \$1,000 (or more) in 2018, and your personal connection to MHC’s mission. You can also update your page at any time to add information to any in-person fundraising events you are hosting.



Once you have launched your page, you can go back and edit it at any time when logged into the site. If you would like to add a custom header photo or video to your page, you may do so from the “Edit Page” button at the top of your fundraising page.

Meet your #Belof110 Team

If at any point in your fundraising journey – you find yourself stuck on how to write an email to potential donors, set up a fundraising event, or create your online fundraising page – reach out to the staff at MHC! We are happy to help.

Suzi Craig (*pictured right*)

Senior Director of Strategic Partnerships and Policy

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Jackie Davis (*pictured left*)

Executive Coordinator

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MHC's Development Committee

MHC staff also can connect you to a member of our hard working Development Committee for assistance with your fundraising efforts. Together, we will make a difference!



Dear Friend,

Thank you for giving your time and energy to fundraise for MHC. As we collect stories and inspire others to join the movement Clifford W. Beers started in 1908, know that your efforts will support the long-term wellbeing of our program participants and the educational endeavors that help to make mental wellness a priority.



With the funds you raise, you will make it possible to further our mission of improving mental health for all Connecticut residents. Together, we WILL make a difference.

A handwritten signature in black ink that reads "Luis B. Perez".

Luis B. Perez, LCSW
MHC President & CEO

Step 3: Unite and have fun!



Here's how we can work together to share your story and support your campaign

The MHC blog

We will post your story on the MHC blog and link to your campaign. Due to the number of stories and campaigns, we might combine stories that have a similar theme.

Email and personal letters to friends and family

In the following pages, you will find templates and suggestions for messaging that you can edit and use in your outreach campaigns. Feel free to use them as a guide for all your messaging and outreach needs.

Flyers and printed materials

Once you join the #Be1of110 movement, MHC will provide you with posters to promote your fundraising efforts as part of your welcome kit. If you're creating a campaign at your workplace or in your community, good old fashioned flyers can be a great way to spread the word! See below for branding guidelines.

Social media

If you're hosting an event, social media is a great tool for spreading the word. Use these hash tags when sharing your story and fundraiser to promote the movement:

#Be1of110 **#WhatMovesYou** **#Give110Percent**

Don't forget to tag us!



www.facebook.com/mhconn



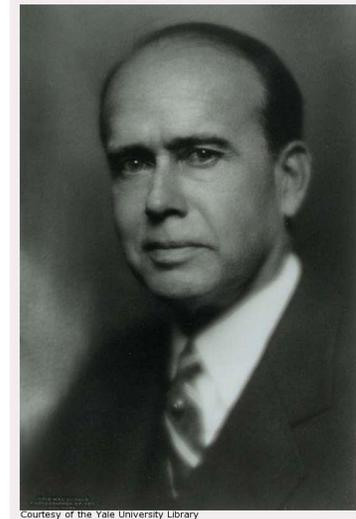
[@MentalHealthCT](https://twitter.com/MentalHealthCT)

Be sure to share your progress throughout your journey so MHC and others can support you! As you get closer to your goal, update your contacts to let them know how you are doing, what fundraisers you have planned, how successful they were, and the impact you are making in your community.

The Legacy of Our Founder

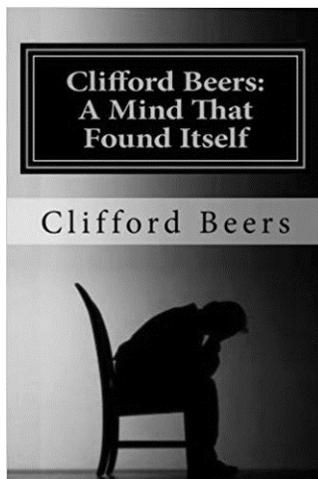
Mental Health Connecticut is the result of the vision of Clifford W. Beers (right). A graduate of Yale University and tax clerk, Beers experienced symptoms of what today may be diagnosed as Bipolar Disorder. After attempting to commit suicide, Beers was subjected to ineffective treatments and cruel conditions in Connecticut's mental health institutions. Upon achieving recovery, Beers vowed to reform the mental health system.

The release of his 1908 autobiography, *A Mind That Found Itself*, helped to launch the mental health reform movement in the United States and on May 6, 1908, Clifford W. Beers founded the *Connecticut Society for Mental Hygiene* from his home in New Haven, Connecticut, known today as Mental Health Connecticut (MHC).



As one of over 15,000 mental health nonprofit organizations in the United States, MHC is carrying on Clifford Beers' vision of raising awareness of the importance of mental health and promoting the highest standards in mental health services.

Through advocacy, community education, and service, MHC empowers people to promote mental wellness, instigate meaningful systems change, and engage in mental health recovery.



“A narrow escape from death and a seemingly miraculous return to health after an apparently fatal illness are enough to make a man ask himself: for what purpose was my life spared? That question I have asked myself, and this book is, in part, an answer.”

– Clifford W. Beers, *A Mind That Found Itself*



Goals and Incentives

MHC's goal for 2018 is to raise \$110,000 in honor of our 110th year of improving mental health for all Connecticut residents. With your help, we know we will accomplish this goal. As an incentive to exceed it, we are offering prizes to our top fundraisers and top teams.

Incentives

- All individuals and teams who pledge to raise \$1,000 and join the **#Belof110** movement prior to MHC's anniversary date of May 6, 2018, will receive exclusive access to the **Mental Health Awareness Fair** After Party during Mental Health Month in May!
- The top three fundraisers who exceed their goal by the final day of Mental Illness Awareness Week (October 13, 2018) will receive two complimentary tickets to attend the 2018 **Art of Wellbeing**.
- All fundraisers who reach or exceed their goal of raising \$1,000 by December 31, 2018, will receive a **#Belof110** lapel pin.

Individual Prizes

- The top individual fundraiser by May 6, 2018 will receive a luxury golf package from our Premier Sponsor, KÔTA - Package includes an overnight stay at Mohegan Sun, dinner for two at any Mohegan owned restaurant, and a complimentary round of golf at [Mohegan Sun's Golf Club](#)! (Valued at \$2,000)
- The top individual fundraiser on December 31, 2018 (the final day of the campaign) will receive a special prize package from our Premier Sponsor, KÔTA - Package includes an overnight stay at Mohegan Sun, dinner for two at any Mohegan owned restaurant, and two tickets to [any show at Mohegan](#) in 2019! (Valued at \$2,000)

Team Prizes

- The top fundraising team on December 31, 2018 will receive a group prize package from our Premier Sponsor, KÔTA - Package includes dinner, a show, and one round of drinks at Mohegan's live Comedy Club, [COMIX](#) for up to 30 people! (Valued at \$6,000 - prize must be used within 2019)
- Companies and organizations who meet their goal of raising \$1,000 prior to April 1, 2018, will receive a complimentary table at our **Mental Health Awareness Fair** in May 2018. Companies must agree to share something with guests that fits in the health and wellness theme.

110 FUNdraising Ideas

We encourage all of our fundraisers to be creative and have fun with your fundraisers. Below are a few ideas that we hope will inspire you.

For more info on each idea, click the links for guides, tips, and examples of each fundraiser. If you printed your guide, be sure to visit www.mhconn.org/belof110 to access the digital toolkit and all the hyperlinks.

Online and Mobile Fundraising

1. **Online giving through your personal #Belof110 fundraising page** - Set up your personal fundraising page at: www.mhconn.org/belof110. See page 6 for more information.
2. **Text-to-give** – Share with your contacts that they can easily donate to MHC by texting the word **GIVE** to **(860) 200-2243**. Once they do, they will be directed to our donation website to complete their contribution.
3. **Viral Video Fundraiser** - Challenge your social media contacts to make a video displaying the answer to “What Moves You?” Start the challenge by posting your own video and be sure to ask them to donate! We’ve all seen the success of the ACL Ice-Bucket Challenge. Get creative and encourage others to do the same. [Click here](#) for tips on how to create a successful video campaign.

Fundraisers for the Office or School

4. **Matching Gifts** - Does your place of business offer Matching Gifts to donations to charities? Share your fundraising plans with them and ask them to match it dollar for dollar. Be sure to advertise this match to the public. Looking to start a matching gifts program at your place of business? [Click here](#) to learn how.
5. **Adult Spelling Bee** - Teams compete for a grand prize (which you can solicit from a local company or ask MHC to provide an incentive). Charge an entry fee per team and admission fee to audience members. For a guide to planning this event, [click here](#).
6. **Baby Photo Contest** – Great for schools and offices. Display baby photos of staff, teachers, and even throw in some celebrities. Those who want to participate, make a donation for each guess. The winners get a prize. For tips to make this a successful fundraiser, [click here](#).
7. **Read-a-Thon** – Partner with your local book store or library for a fun and educational fundraiser. Charge admission to an evening of great stories and a great cause. For tips on hosting a read-a-thon, visit <https://www.read-a-thon.com>.

8. **VIP Parking** – Who doesn't want the prime parking space on a large campus or crowded office building? Ask your property manager or school leadership to donate the prime parking space for a week and raffle it off at a price. Collect all donations for your fundraiser and the winner earns the best space in the lot for a week! Looking for an easy, online way to randomly pick a raffle winner? Visit <https://www.randompicker.com>.
9. **Zany Dress Day** – Fun for schools, civic clubs, hospitals, and corporate offices. Charge a fee and participants wear a zany costume. Award prizes for the most creative outfit. For tips, [click here](#).
10. **Bring Your Dog to Work Day** – We all know the therapeutic benefits of animals, so why not bring them to work with you. Collaborate with your employer to organize a "bring your dog to work day", give lots of notice to your staff and co-workers and collect donations from those who wish to donate for the opportunity to bring their furry friend to work! For tips on executing this idea, [click here](#).
11. **Lucky Ducky** – A fun activity for schools and companies. Number a supply of rubber duckies at the bottom of each duck and sell them to your community. Set them afloat in a swimming pool or local pond and pick various winning ducks to win prizes. For more ideas, [click here](#).
12. **Office Decorating Contest** - Challenge your co-workers to an office-decorating contest. This is great for holidays and seasonal milestones. Each participant donates to decorate. Ask your employer to provide a prize for the winner to incentivize the participants to go all out. For ideas, [click here](#).
13. **Power Naps** – Great for work or school. Book the conference room or nurse's office for scheduled 20-minute power naps. Sell vouchers and promote the benefits of recharging during the day. For information on the benefits of power naps, [click here](#).
14. **Linked Together** – Participants compete to create the longest paper clip chain in a given amount of time. Charge an entry fee and award the winners. A great idea for [May 29th](#).
15. **Lock up the Teacher** - A favorite for elementary schools: Create fliers letting the community know its favorite teacher has been placed in jail and needs bail money. Take up a collection to release them and celebrate with a coming home party for all the donors. This is also a great idea for employees to "lock up the boss." [Click here](#) for a step by step guide on this fun idea.
16. **Dress Down Day** – Apply a charge to staff members who want to participate, but be sure to provide a clothing restriction list (jeans day, PJ day, slippers day, etc.) MHC will provide stickers for all participating staff to show they made their donation in order to dress down. Run this campaign for a month or all year round to reach your goal and boost office morale! For more info on this fundraiser idea, [click here](#).

Fundraisers for Foodies

17. **Potluck** – Encourage healthy eating with a themed potluck. Invite friends, family or coworkers to bring their favorite healthy dish to share. Everyone donates to sample the food. For ideas on creating successful potlucks and other food related fundraisers, [click here](#).

18. **Chocolate Party** – Reach out to local bakeries and restaurants for in-kind donations in exchange for free advertising. Post fliers in your community or invite your personal contacts for a chocolate themed party. Be sure to highlight your donors at the event. Charge an admittance fee and enjoy the “sweet” success of this event. Some companies like The Cocoa Exchange allow for fundraisers using their products. [Click here](#) for details.
19. **BBQ Cook-off** – Great for summer time fun. Host in your backyard, or a public park. Contestants and guests pay an entry fee and the best BBQ earns a prize. Contact MHC for incentives and giveaways. For a step by step guide, [click here](#).
20. **Dining for Charity** – Contact a local restaurant and ask them to donate a portion of their profits for the night to your fundraiser. Visit <https://www.groupraise.com/restaurant-fundraisers> to find participating restaurants or make a personal ask to your favorite one even if they are not listed.
21. **All You Can Eat Taco Bar** - Try to get all the food and supplies donated, so the bulk of the money raised goes to your fundraiser. Charge admittance and enjoy! For tips on hosting this event, [click here](#).
22. **Chopped Competition** – Just like your favorite cooking show, contestants compete against each other to create the more creative and delicious meals using mystery ingredients each round. Attendees pay to taste and cast their votes. To add a twist, require that all the meals are healthy and promote healthy habits for the chefs and attendees. For competition info and ideas for mystery ingredients, [click here](#).
23. **Tailgating for a Good Cause** – Invite your community to tailgate with you. Collect donations in exchange for your favorite tailgating food (hot dogs, burgers, popcorn, and more). Just be sure the local field allows for sales in their parking lot. For tips on hosting your own tailgating fundraiser, [click here](#).
24. **Spud Night** – Host a baked potato bar with all the fixin’s. Ask local farmers or grocery stores to donate supplies. Charge a fee to eat and enjoy! For ideas on this spud-tacular fundraiser, [click here](#).
25. **Catering for a Cause** – Solicit a local caterer or chefs to donate their time and cook at a given location for a party. Charge admission and be sure to give your donors lots of publicity for their generosity. Need ideas on how to publicize your event, [click here](#).
26. **Dining for Dollars** – Bertucci’s Restaurant offers a fundraiser called Dining for Dollars. When guests attend a Dining for Dollars event and mentions or presents a fundraiser flyer on the day of the event, up to 25% of their dine-in, carryout, or delivery net sales check will be donated back to your non-profit organization. It’s a simply and delicious way to raise money! Visit <http://www.bertuccis.com/Dining4Dollars> for more details.
27. **Brunch for Charity** – Ideal for a weekend event, contact a local restaurant or banquet hall to host your fundraiser. For tips on hosting a brunch, [click here](#).
28. **Wine Tasting** – Host an evening of fine wines and appetizers. Charge a ticket price and drink responsibly. Partner with a local winery to keep costs low. To find a local winery, visit <http://ctwine.com>.
29. **Bake Sale** – One of the traditional fundraisers. It’s a tried and true way to raise funds. For ideas and tips, [click here](#).
30. **Cookie Dough Fundraiser** - Simply order the dough from [a cookie dough fundraising company](#) and sell it to individuals in your local community. These are

most effective close to holidays when people are planning to bake for friends and family.

31. **Soup & Sandwich Luncheon** – A fun and easy fundraiser for school and offices, coordinate a luncheon for teachers, students or employees. Charge a fee for lunch and try to get all the soup and sandwiches donated by a local grocery stores, or restaurant. For more ideas for this and other food related fundraisers, [click here](#).
32. **Pasta Dinner** – Great for large community groups. Contact your local grocery stores or restaurants for donations to reduce cost. Recruit volunteers to cook and serve the food. Sell tickets in advance and be sure to thank your donors! For tips, [click here](#).
33. **Who Dunit Mystery Dinner?** – Write a script, enlist actors, and sell tickets. Collect food donations to make the most out of this entertaining “who dunit” fundraiser. For ideas on how to host this type of party, [click here](#).
34. **Coffee Tasting** – Hold a coffee tasting offering a variety of flavors. Contact your local barista for donations. Great for a morning event at the office or Sunday brunch in the community. Add breakfast snacks and charge for all attendees to sample and eat. For more ideas, [click here](#).
35. **Rooftop Dinner** – For a new venue choice, look for places with a view to bring a twist to your fundraiser. Diners can enjoy being outdoors and you can integrate an outdoor theme to your décor. For inspiration, [see how](#) one group raised money for their nonprofit using this theme.
36. **Noodles & Doodles** – Are you an artist, do you know artist who are interested in selling their art for charity? Do you love pasta? Host a pasta dinner and art auction. In advance, sell tickets to attend to cover the cost of the food. After dinner, hold an [artwork auction](#).
37. **Home Brew Tasting Event** – Contact a local brewer to see if they’re willing to partner together for a sampling fundraiser. Add food and charge for admittance. The [CT Beer Trail](#) has a listing of various breweries.
38. **International Cuisine Night** – Great for after hours at the office or a community event. Invite participants from various backgrounds to prepare a specialty dish from their home country or ancestral nation. Charge admittance for all who wish to dine with you and feast on the international cuisine. For this and other food related fundraiser ideas, [click here](#).
39. **Hop on the Cause @ SweetFrog** – You don't need a lot of convincing to get a few friends to go to Sweet Frog for some premium frozen yogurt. Throw in that they will also help a good cause, and you have yourself a winning fundraiser. Visit <https://sweetfrog.com/fundraising> for details.
40. **Chili Cook-off** – Challenge the top chefs in your life to a chili cook off. Each chef pays an entry fee and anyone who wants to sample the fruits of your collective labor pays a fee per bowl. For advice on hosting this event, [click here](#).

On Your Feet Fundraisers

41. **Walk-a-thon** - Participate in a local walk or create your own. Ask friends and family to donate for each step you make toward a healthier you. For tips on hosting you own walk-a-thon, [click here](#).

42. **Dance Party** – Ask a local venue to donate their dance floor for a good cause. Charge a donation at the door and dance to your hearts content! For tips on planning this fundraiser, [click here](#).
43. **Punch-a-thon** – Contact your local boxing gym and ask to use their venue for a “punch-a-thon” to punch out stigma! Invite participants to sign up to see who can throw the most punches in 1 minute and 10 seconds. Charge per try and give a prize to the fastest individual. Looking for a boxing club in CT, [click here](#).
44. **Field day** – A great way to get families involved and integrate an active activity into your fundraising efforts. Play all your old favorites from grade school – from wheelbarrow races to dodgeball! Collect donations from each participant, sell healthy snacks and beverages, and in no time, you will be meeting your goal! For more ideas, [click here](#).
45. **Volleyball Tournament** – Organize teams to pay to play and ask local businesses to donate prizes. For tips on how to organize a tournament, [click here](#).
46. **Climbing Stairs Because We Care** – Choose a building or school with a lot of stairs. Participants collect pledges in support of their climb to benefit your fundraiser while getting cardio! Be sure to provide water and prizes for the top climbers. Want to learn about the benefits of this fundraising idea, [click here](#).
47. **Trike-a-Thon** – Instead of the typical adult bike races, this one is for the kids. Adults team up with kid to get donations per lap they ride on their tricycles or collect flat donations. Be sure to take photos and for extra funds, sell them to families as a memento of the day. Ask local businesses to donate prizes. For more ideas, [click here](#).
48. **Yoga-a-thon** – Invite participants to raise pledges for how many minutes they can compete or how many poses they can perform in a given time. Hold at a local park, yoga studio willing to donate their venue, or a school auditorium. Serve healthy concessions. For more yoga fundraiser ideas, [click here](#).
49. **Sled-a-thon** – Perfect for winter. Obtain pledges for each trip down a big hill at a local park or your own yard (space permitting). Promote it as a family event and be sure to offer hot drinks for attendees. For more ideas, [click here](#).
50. **Salsa for the Soul** – Love to dance? Organize a fun evening of salsa, cha-cha, or your favorite dance. Collect admission at the door and sell refreshments to satisfy those dancing souls. Partner with a local venue for a larger space, or throw a house party. Need lessons before you throw your party, [click here](#).
51. **Tug of War** – Invite teams to sign up to compete in this competition of skill and strength. Each team pays an entry fee. Ask local businesses to donate prizes. Perfect for college campus. For this and other campus fundraiser ideas, [click here](#).
52. **5K Walk** – A walk-a-thon or fun-run is an easy athletic event where a broad range of people can join in. Collect pledges to participate, sell refreshments, and give the top fundraiser a prize. [Click here](#) for more details.
53. **Spin-a-thon** – Similar to a walk-a-thon, participants ride stationary bikes to raise money. [Click here](#) for more details.
54. **Hoops For Health** – Partner with your local school or basketball court to host. Invite participants to collect sponsors for every basket made, free throws or even slam-dunks. Sell healthy snacks and drinks for attendees and cheer on the athletes as they dunk for dollars! For this and other basketball themed fundraisers, [click here](#).

55. **Mini-Golf Tournament** – Ask your local mini-golf course to sponsor a tournament to help raise money for your fundraiser. If they're willing to donate the use of the course for free or reduce the cost, it will help your fundraiser to be more profitable. For tips, [click here](#).
56. **Tubing for Charity** – Find an outdoor rafting company to donate a portion of all rides for a month to your cause in exchange for advertising the promotion. Make fliers, promote on social media, and invite your friends and family for fun afternoon down the [Farmington River!](#)
57. **Parents of Athletes Play!** – Athletes stay on the stands and parents play on the field, it's a role reversal event. Make money through ticket sales and concession sales. For other sports related fundraiser ideas, [click here](#).
58. **Golf Tournament** – This can be hosted on a small scale with your regular foursome making donations, inviting friends to join you for mini golf, or a large-scale event with MHC as the beneficiary. [PGA has some great tips](#) for running a successful tournament.

Community based Fundraisers

59. **Babysitting Day** – Perfect for the holiday shopping season, hold a babysitting day, so parents can get their holiday shopping done. Parents can reserve slots and even pre-pay on sites like: [Sign-up genius](#)
60. **Mental Health First Aid After Party** – Contact MHC to schedule a private Mental Health First Aid training for your group of 30 people. Following the training, throw an after party to share what you learned and enjoy refreshments. Ask all participants to make a donation to attend the after party. To register for Mental Health First Aid or plan a private training, [click here](#).
61. **Blind Auction** – Wrap up a variety of items, come valuable, some “duds” in a mix of different shaped boxes and sealed bags. Bidders can examine the gift-wrapped items before the auction starts and you can auction via a live or silent auction. Ask your local stores to donate items to the auction. For tips on this event, [click here](#).
62. **Indie Film Festival** – Great for colleges and universities. Invite local filmmakers to enter their own unique productions. Attendees can give a certain amount of money to view the film fest and votes for their favorite films. For a detailed guide on hosting a film fest, [click here](#).
63. **“Play It Again” Auction** – Collect old sports equipment from your garage, your neighbors, your friends, and auction it off to the highest bidder. This is a great add on event for other sport themed events. For tips and tricks on hosting a successful auction, [click here](#).
64. **“Iron” Man Contest** – A twist on an athletic competition. Instead of the traditional “Ironman” task, this fundraiser challenges men to iron the most shirts as fast as they can. Have audience members pledge money per shirt ironed by a contestant. Team up with a [dry cleaner](#) to sponsor the event and provide snacks for the audience to purchase.
65. **Dog Show** – Team up with a local rescue dog organization or dog park or ask your employer to host the show. Invite owners to show their dogs in a best in show or costume contest. Have participants pay an entry fee and ask attendees to pay a small

- admission to watch and cast their votes. Hand out prizes for the best in show, best groomed, most-obedient dog, or best costume. For more ideas, [click here](#).
66. **One-Day Vacation** – Select a popular day trip destination within a 2-3 hour drive of your hometown and organize a one-day outings to that location. Contact the venue for donated or discount ticket to keep expenses low and profits high. Sell raffle tickets for a chance to win. For location ideas in CT, [click here](#).
 67. **Local Celebrity Meet-n-Greet** – Do you know a local celebrity? Athlete? Actor? Role Model to your community? Ask them to co-host a meet-n-greet at their home or local restaurant. Charge admission for a luncheon or reception. For tips on hosting a successful luncheon, [click here](#).
 68. **Rent-an-Helper** – Great for a team fundraiser. Identify your strengths around the house and offer to rent yourself as a home-helper to the community. Mow lawns, do yard work, clean gutters, or walk dogs for an afternoon. Members of your team volunteer to do all the work and the person who rents the helper makes a donation to your fundraiser. Great for offices and schools. For ideas on outdoor chores you can rent, [click here](#).
 69. **Plant a Tree for MHC** – Contact your local a nursery for seedlings or baby tree donations and ask individuals to sponsor their very own tree for MHC. Host an event to plant them and invite all sponsors to come out and help plant. For more ideas, [click here](#).
 70. **Dog Wash** – Too cold to host a car wash - how about one for the dogs? Ask your local groomers if they would partner with you and allow you use of their sinks and shampoos for your own event. Alternatively, ask if they would donate a portion of all grooming to your fundraiser for the day, the week, or the month! For more ideas, [click here](#).
 71. **Bonfire Benefit** – Build a bonfire, sell s'mores and hot chocolate, and share stories of **#WhatMovesYou** with all attendees. This is a great way to spread awareness while raising funds. For more bonfire ideas, [click here](#).
 72. **Tag Sale** – Perfect for spring-cleaning, empty your home of unwanted items and throw a tag sale. Donate your proceeds to MHC to get closer to your goal! [Click here](#) for helpful tips.
 73. **Funniest Home Movies** – Encourage participants to submit their funniest home movie and compete with others to win prizes. This can be done on social media or hosted at a venue with the proper technology to view the videos. Upload the winning video to [AFV](#) (America's Funniest Video) for a chance to win even more funds for your fundraiser!
 74. **Community Hero** – In every community, there are individuals who stand out for their service and their achievements. Ask these individuals to speak for an hour to help your organization raise money. Sell tickets to anyone who wants to attend. Looking for a website to promote your event and sell tickets? Try [Eventbrite](#).
 75. **Movie Night** – Charge a flat admission to include a movie and popcorn. Make sure you have the right copyright permission to show the film or work with a local theater to host a fundraiser onsite. For more details and ideas, [click here](#).

76. **Line Dancing Party** – Do you enjoy country music? Host a line dancing party at your home, office, or local [country music saloon](#). Charge for tickets and if hosting at a public venue, ask for a donation from the evening's profits.
77. **Share your Skills** – Do you have a special skill you can teach the community? Do you know of someone else that does? Ask volunteers who are experts in their field to [teach a class in cooking, yoga](#) or dance. Charge participants a small donation to attend.
78. **Flower Sale** – Reach out to local nurseries for donations or reduced prices. Set up shop and start selling. Great for office or school sales. Companies like [Flower Power](#) have fundraising options for the community.
79. **Shades of Red** – Perfect for Valentine's Day, sell flowers in every shade of red to raise money for your cause. Be sure to ask for donated flowers from a local florist or greenhouse. For this and other Valentine's Day fundraiser ideas, [click here](#).
80. **Lunch & Learn** – Do you or someone you know have a given talent and are willing to share it? Host a presentation to share your skills over lunch. Charge admission for each class and attendees can eat lunch as they learn something new. <http://www.mhconn.org/education/in-the-community>
81. **Auction off IOUs** – Ask members of your group or community to pledge services to be auctioned off. IOUs can range from washing cars, mowing lawns, shoveling driveways, or babysitting. The highest bidder wins! For a step by step guide, [click here](#).

Artistic Fundraisers

82. **PaintNite** - PaintNite allows for individuals and groups to host a private night of painting for the charity of their choice. Visit <https://www.paintnite.com/fundraisers/local-fundraiser> for details.
83. **PlantNite** – Similar to PaintNite, guests gather to create a custom terrarium, arrangement, or planter. Visit <https://www.plantnite.com/fundraisers> for more info.
84. **Craft Day** – Do you spend your weekends at Michael's and JoAnn's? Organize a craft day, providing the materials and directions for participants to follow to create a special craft. Participants pay an entry fee to participate. Alternatively, take your crafts and host a fair! [Click here](#) for details.
85. **Tie Dye Party** – Great for family day fun. Host a get-together with materials for people to make their own tie-dye shirts. Charge an entrance fee. Ask a local company to donate t-shirts, or offer a discount. Don't know how to tie-dye, [click here](#) for helpful tips.
86. **Photography Contest** – Charge a fee for local photographers to enter the contest. Ask your local camera shop to donate a prize and judge the competition in exchange for publicity. For tips on running this fundraiser, [click here](#).
87. **Sand Castle Building Contest** – Fun for the summer, teams pay an entry fee to compete for the chance to win a prize. Create categories to appeal to a wide audience. For tips, [click here](#).
88. **Pumpkin Carving Contest** – Perfect for fall, hold a pumpkin-carving contest. Award prizes to the best designs. Partner with a local farm and request a portion of pumpkin sales to be donated to MHC. For more fall fundraiser ideas, [click here](#).

89. **Snow Sculpture Contest** – Host a snow sculpture contest, charge admission and award prizes. Great for winter fun at a park or school grounds. For more info, [click here](#).
90. **Fashion Show** – Approach your local retail stores to provide clothing and accessories that will be shown in exchange for free advertising for their store. Promote the show, charge a fee at the door, and serve refreshments for added sales. Have a favorite store, ask to host the show on site during or after business hours and ask the store to donate a portion of all sales made during the show. For more info, [click here](#).
91. **Picture This** – Know someone handy with a camera? Ask them to take family and individual portraits for your cause. Book time slots for interested parties and your organization earns a commission for each session booked. Be sure to share the photos to increase interest and promote your fundraiser. Looking for a way to book appointments online, visit <https://www.setmore.com>.

Musical Fundraising

92. **Battle of the Bands** – Sign up local bands to perform a venue of your choice. Charge entry fees and admission from audience members. Be sure to assign judges, have refreshments to sell, and a grand prize. As MHC for assistance with incentives or contact a local business for a donated prize. For more ideas to make this a successful event, [click here](#).
93. **Concert** – Do you know a local musician or band? Ask them to donate their talents for a community concert. Sell tickets and food to raise money for your group. For a 4-step guide to hosting a benefit concert, [click here](#).
94. **American Idol Contest** - Charge an entry fee and sell admission tickets. Set up a concession stand to make additional money the night of the contest. Karaoke fundraisers are a big hit with communities as well. [Click here](#) to learn more.

Fun & Games Fundraisers

95. **Board Game Tournament** – Break out the Monopoly, Trivia Pursuit, and all your favorite classics. Entrants pay an admission fee to compete for the chance to win prizes. For tips on running this fundraiser, [click here](#).
96. **Darts Tournament** – All participants pay an entry fee. Partner with a local venue who has multiple dart boards, sell food and beverages and ask for a percentage of sales to go toward your fundraiser. Recognize the top three winners with prizes. For more tips on hosting this event, [click here](#).
97. **High Heel Race** – Runners don high heels to be a part of a big race. Charge an entry fee and award the winners. [The Stiletto Run](#) of New York is a great example of this event.
98. **Lego Night** – Do you have a large supply of Legos? Invite kids and adults to make creations with an assortment of Legos. Charge an admission that covers the cost of food, beverage and supplies. Give prizes for the best creations. [Contact Lego](#) to see if they will support your event.

99. **Poker Tournament** – Enjoy a friendly game of poker? Why not turn your favorite game into a chance to earn money for your fundraiser? Host a poker night and donate the proceeds. For a how-to-guide, [click here](#).

Other ideas

100. **T-shirt fundraising** – Design your own shirt to spread awareness about **#WhatMovesYou** and sell them through a booster campaign through sites like [Custom Ink Fundraising](#))
101. **Treasure Hunt** – A great fundraiser for families or adults (depending on the prizes and venue). Create a treasure hunt and challenge participants to find the hidden riches. Ask everyone to pay to play and give out awards. Don't forget to ask for donated goodies to keep costs low. For tips on how to create your treasure hunt, [click here](#).
102. **\$110 Challenge** – Contact your friends, family, and local business owners and ask them to help you reach your \$1,000 goal by donating \$110 to your fundraiser in honor of MHC's anniversary. Contact MHC for giveaways that you can provide to any donor who gives \$110 in honor of MHC's 110th year. For more details, email MHC at jdavis@mhconn.org.
103. **Best Seat in the House** – This fundraiser raffles off two great seats to a sports game, concert, or another performance. Request donations from local venues or reach out to friends who have season tickets who are willing to donate to our cause. For this and other unique ideas, [click here](#).
104. **Rock-a-Thon** – Looking for a laid-back activity? Have contestants collect pledges for every hour they can rock in a rocking chair. [See how one nonprofit set up their rock-a-thon](#) for ideas on how to plan your own.
105. **iPad Prize Drawing** – Secure a donation of an iPad and raffle it off as part of an event or as standalone fundraiser. You can purchase raffle tickets from your local [Staples](#) or [party supply store](#).
106. **Wristband Sale** – Sell wristbands with your own unique design to raise funds for your team or individual fundraiser. Looking for a vendor to purchase wristbands? [Click here](#).
107. **In Lieu of...** – For every occasion that individuals traditionally give out gifts, ask that “in lieu of gifts” please donate to my fundraiser.
108. **Make Change with Spare Change** – No matter which fundraiser you choose, you can always use a few more cents. Ask MHC for a donation jar and place it in a high traffic area of your office, school, or community center. Decorate it with quotes, pictures, and #WhatMovesYou. For tips on how to utilize your donation jar, [click here](#).
109. **50-50 Raffle** – No prizes are raffled off, only cash. The winner wins half of the proceeds brought in from ticket sales and the rest goes to your fundraiser. A great add on to any event. For detail, [click here](#).
110. **Jar of Hope** – MHC will provide the jar, decorate with **#WhatMovesYou** and place it in a high traffic area to collect donations. Contact jdavis@mhconn.org to obtain your jar today! For this and other supplies – be sure to use your [order form on page 25](#).

Thanks to your efforts, MHC will have the ability to improve our health and wellness programs across the state!



GROW - Gardening, Recovery, and Opportunities for Wellness



Mending Art

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 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 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.



Supply Order Form

www.mhconn.org/be1of110

Individual/Team Name _____

Address _____

City/State/Zip _____

Email _____ Phone _____

Donation Jar – This donation jar made from recycled materials and can be customized by MHC with an individual name, team name, or fundraiser. Great for businesses who wish to collect donations from customers.

Qty: 1 / 2 / 3 / 4 / 5
(Circle requested quantity)

Other: _____

Please add the following to my customized label:



Poster – MHC has created posters to promote its 110th anniversary and the #Be1of110 movement. These can be displayed at your place of work, local café or at a fundraising event that you host. Blank space is left on the poster for you to insert a 5x7 ad for your event or details on your personal fundraiser.

Qty: 1 / 2 / 3 / 4 / 5
(Circle requested quantity)

Other: _____

Stickers – Great for fundraising events! Give out stickers to everyone who donates to your fundraiser so they can show the world they support MHC!

Qty: 25 / 50 / 100 / 250
(Circle requested quantity)

Other: _____



Wristbands – MHC has created custom silicone wristbands to celebrate our 110th. Give these to donors, wear around town, and share your story!

Qty: 5 / 10 / 25 / 50
(Circle requested quantity)

Other: _____

**Email form to jdavis@mhconn.org / Fax to 860-529-6833 / or mail to:
Mental Health Connecticut, 61 South Main Street, Suite 100, West Hartford, CT 06107**

Please note that while we will make every effort to send your requested materials as soon as possible, orders may take up to 2-4 weeks to process.



After **Your** Fundraiser

Follow Up

It is important to acknowledge each donor and supporter of your fundraiser. While MHC will send tax receipts and formal acknowledgements for all donations we receive, the people who give to your fundraiser are giving because of your efforts and recognize the good work you are personally doing in the community. Be sure to thank them for their contributions and participation in your fundraiser.

Sample Thank You Letter to Donors

Dear <NAME>,

Thank you for your generous donation to my fundraiser for Mental Health Connecticut. Because of you, MHC will be able to fund additional health and wellness programs for its program participants and the community at large.

I joined the #Be1of110 movement to inspire others to adopt new healthy habits while helping to expand MHC's community-based health and wellness programs. On <Insert Date you started your fundraiser> I pledged to raise \$1,000 for MHC and, thanks to you, I <insert status of reaching your goal, i.e. "reached my goal" "exceed my goal by \$..." "am only \$... away from reaching my goal">.

With gratitude,

Data Collection

In order for MHC to make formal recognitions and send tax receipts to each donor, we are relying on you to capture contact information for all offline donations. Please use the form provided on page 20 to track all offline donations, including in-kind (use of a venue, donation of food, beverages, or supplies for an event, donation of a prize or giveaway, etc.)

All online donations made through the #Be1of110 page or your personal fundraising page will come directly to MHC along with the contact information for the donor so there is no need to track these donations on your sheet.

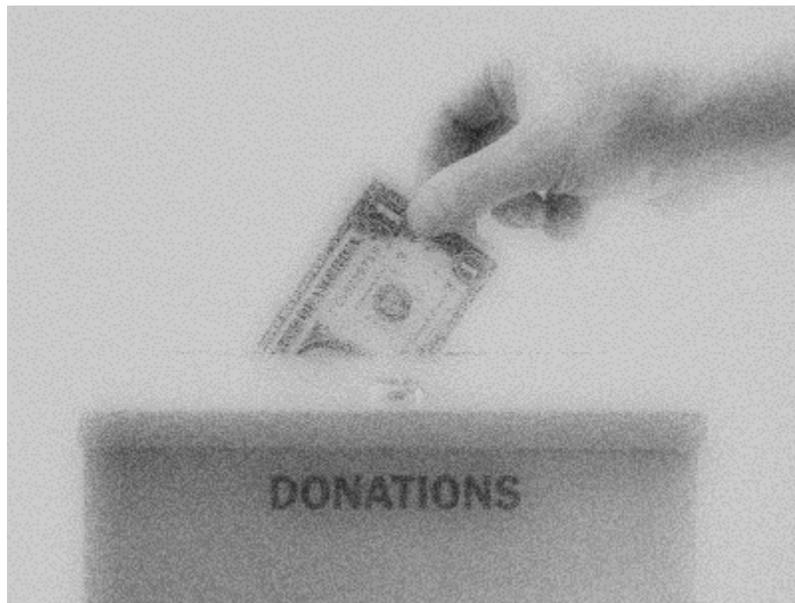
Submitting Donations to MHC

You may submit your donations to MHC as often as you'd like. We recommend that if you are collecting year round, to send funds on a monthly basis. If you are planning one large event, you may send funds from your event directly following the fundraiser.

When sending donations, please include a copy of the donation form on page 25. In order for MHC to give you or your team credit for funds raised, this form must be completed with your name or team name, matching what is listed on your personal fundraising page. If you choose to only collect offline donations, please make a note of this on your form.

All donations must be mailed to or dropped off to:

Mental Health Connecticut
Attn: #Be1of110
61 South Main St., Ste. 100
West Hartford, CT 06107





Frequently Asked Questions

How many people are allowed on my team?

There is no limit to the number of individuals on your team, but it is recommended to keep your team to 30 or under so that each member is able to participate in the top team grand prize (if your team wins). If you have a larger group, we recommend that you split up and compete against each other to see who can raise more funds and host more fundraisers.

Am I required to have an online personal fundraising page?

No, the online fundraising page is an optional tool to assist you in fundraising. If you prefer to fundraise offline, please use the donation form to collect all donor information.

If I choose to raise money off-line (cash/checks) will my funds show up on my fundraising page?

Yes! Once you complete the donation form and mail all cash and check donations to MHC, members of the staff will give credit to your individual or team page. This will allow all #Be1of110 Champions to see an accurate account of the progress we are making to reach our collective goals.

Am I limited to the number of fundraisers I can host?

No, you are welcome to do as many fundraisers as you wish.

Where do the funds go?

All funds raised will go directly to Mental Health Connecticut, Inc. (MHC) a statewide nonprofit, 501c3 organization. MHC will use the funds to support its mission of improving mental health for all Connecticut residents, including a focus on funding health and wellness programs across the state like WHAM, Mending Art, GROW, Write On!, and more.

What happens when I reach my goal of \$1,000?

Besides alerting MHC so our staff can do a happy dance? You are encouraged to continue fundraising in order to win the grand prize for top fundraiser and help us exceed our goal of raising \$110,000 in honor of our 110th anniversary year.

Additional questions? Contact Jackie Davis at 860-529-1970, ext 110 or email jdavis@mhconn.org