

Help us reach our goal of \$31,000 for the MHC@Home Fund this May!

All companies who set a fundraising goal of \$1,000 or more will be recognized as a **Toolkit Sponsor**. When you pledge to also match the donations you raise, your company will receive additional sponsorship benefits. Joining the fundraiser is easy, just follow the below steps!

Step 1: Create a Fundraising Page

Go to www.mhconn.org/31days and click "Start Fundraising." Follow the prompts to set up an account. Utilize the First and Last name fields to enter your company name. For example: First name: "Mental Health Connecticut" Last name: "Inc."

Step 2: Set a Fundraising Goal

When setting up your page, you will be asked to set a fundraising goal. By setting a goal of \$1,000 or more you will be recognized as a Toolkit Sponsor:

	\$1,000	\$2,500	\$5,000	\$10,000 (+)
Full color logo recognition on our website	Bronze Toolkit Sponsor	Silver Toolkit Sponsor	Gold Toolkit Sponsor	Platinum Toolkit Sponsor

Step 3: Set a Company Match

While creating your fundraising page, you have the opportunity to tell your company story and share your intention to match all donations that come in or to match up to the set goal amount. This incentive will show your employees, clients, and supporters that you are as invested in mental health as they are. All companies who pledge a company match will receive the follow benefits based on their match amount.

	\$1,000	\$2,500	\$5,000	\$10,000 (+)
Complimentary, full color, digital ad to be shared on our website throughout May 2021	✓	✓	Ad with social media recognition	Ad with social media recognition and spotlight on our blog on any day in May 2021

Step 4: Fundraise, Fundraise, Fundraise

Once your page is launched, share it to your employees, clients, supporters, and friends. Use the email and social share buttons on your page to access templates to help in your solicitation. MHC staff will cheer you on throughout the month with tips, ideas, and motivation to help you meet your goal.

Step 5: Meet (or exceed your goal) and submit your match donation

On May 31, our fundraising pages will close. If you pledged a match, send your donation to MHC at 61 South Main Street, Suite 100, West Hartford CT 06107 to complete your fundraiser and receive these additional benefits for the total amount raised and donated by your company.

	\$1,000	\$2,500	\$5,000	\$10,000 (+)
Attend a Virtual Workplace Wellness Workshop		✓	✓	✓
Receive Mental Health First Aid training for up to 20 employees				✓

Individual fundraisers are also encouraged to join the campaign and all participating companies have the opportunity to provide a branded gift to our individual fundraisers who meet or exceed their goal of \$250 (or higher) this May. Please contact me at your earliest convenience to make your pledge today!

Not able to fundraise, but still want to help? You can still become a sponsor by meeting your goal with one sponsorship donation to MHC today! Contact Jackie Davis at jdavis@mhconn.org for details.



<https://www.mhconn.org>