

Fundraising Checklist

- If you haven't already done so, visit <https://tinyurl.com/BuildBetterLives2020> to set up your personal fundraising page.
- Set your fundraising goal. Aim high to motivate yourself and your donors. Raise \$250 or more and be entered in a raffle to win awesome prizes like gift cards, silver ribbon pins, *Neuro Blooms* notebooks, and more!
- Self-donate!** Did you know that people who self donate make 4X as much as those who don't? Show others you are supporting a cause you are asking THEM to support!
- Customize your page!** People who customize their personal fundraising page raise more than 9X those who don't. Follow GiveLively's best practice tools here: <https://resources.givelively.org/articles/best-practices-guide-for-team-leaders>
- Prepare a brief, compelling story. People donate more generously when they are moved to care. **Stories highlighting your personal connection to the cause are extremely effective!**
- Post to your social networks and include a link to your fundraising page. Media moves fast online, so **don't be afraid to post regularly and often!**

Invite your co-workers, vendors, clients, friends, and family to join your team using the sample messaging on the next page!

Reach out to your networks with our

Sample Emails

Email #1: Ask people to donate to your fundraiser

Subject: Help me in supporting a great cause!

Dear Friends,

Soon, I will be participating in the first-ever Build Better Lives Campaign for the National Alliance on Mental Illness (NAMI) Maryland.

Since March, NAMI Maryland's work has grown exponentially and their staff and volunteers have worked non-stop to meet the needs of our community. Now more than ever, NAMI Maryland needs our help to expand their virtual education and trainings, develop new resources, and build NAMI's presence across all of Maryland by supporting critical mental health education programs and activities in 15 rural counties.

I'm committed to reaching my fundraising goal of \$_____ by year-end. **Will you please help me reach it?**

I hope I can count on you to support my efforts and the great work NAMI Maryland is doing across the state. Please make a secure donation using the link below. With your donation, I'll be one step closer to reaching my goal!

(Insert your fundraising page link)

I am honored to participate with this wonderful organization that provides free mental health education and support programs in our community. This is an excellent opportunity to help. Please support me and make a charitable donation today.

Thank you!



Email #2: Use your personal story to make an impact

Subject: Build Better Lives with Me

Dear Friends,

My family, like many others, has been touched by my mental illness. **(Briefly describe your story).**

Over the years, NAMI Maryland has been a source of support, education, and inspiration for us. Since March, NAMI Maryland's work has grown exponentially and their staff and volunteers have worked non-stop to meet the needs of our community. Now more than ever, NAMI Maryland needs our help to expand their virtual education and trainings, develop new resources, and build NAMI's presence across all of Maryland by supporting critical mental health education programs and activities in 15 rural counties.

I am participating in their Build Better Lives 2020 Campaign to raise awareness for people like me who have been personally affected. In uncertain times like these, we need mental health services now more than ever.

I am asking you to support me. On my fundraising page, you can make a secure, online donation or join me in supporting NAMI Maryland by creating a fundraising page of your own!

Either way, your support means a lot. You can donate now at: **(insert your fundraising page link)**

Thank you for your support!

Important: Repetition is GOOD! It takes an average of five emails for people to act on something. Don't be afraid to reach out to your friends regularly to remind them of the awesome work you're doing!

Spread the word with our

Sample Social Media Posts



I am participating in NAMI Maryland's "Build Better Lives" Campaign! Show your support for me by donating now or helping spread the word by sharing my link: **(insert fundraising page link)**. Together, we can build better lives for everyone affected by a mental health condition!



I believe we can #BuildBetterLives for everyone affected by a mental health condition! Join me in NAMI Maryland's first-ever Build Better Lives Campaign by donating now or joining me in spreading the word: **(insert fundraising page link)**.



I am trying to raise \$__ for NAMI Maryland's #BuildBetterLives Campaign by December 31st, which supports all the important work NAMI Maryland does to help improve the lives of individuals living with mental health conditions. Help me reach my goal at: **(insert fundraising page link)**



Thank you to everyone who's donated to my #BuildBetterLives fundraiser so far! I am so close to my goal of \$__ to support NAMI Maryland's mission to improve the quality of life for individuals living with mental health conditions. Your support is greatly appreciated! **(insert fundraising page link)**



Join me for NAMI Maryland's first-ever #BuildBetterLives Campaign to help individuals and families affected by a mental health condition! Please support my fundraiser or join my team at: **(insert fundraising page link)**

Have a question or need any help? Contact Danielle at
connection@namimd.org