

## Social media fundraising guide

We want to work with you to help your fundraising efforts have the biggest impact possible.

The best way to increase the reach of your fundraising page is by sharing it! This could be on social media or with the local press. You could even add the link to the page to your work email signature to share it with your colleagues.

Here are our top tips for increasing the reach of your fundraising page:

### Social media top tips

Why not share your fundraising campaign on your social media profiles? Don't forget to tag us on Facebook (@BrisMind), Twitter (@BristolMind), Instagram (@BristolMind), and LinkedIn.

Remember to post regularly about your fundraising – we'd recommend posting on social media twice a week in the run up to your event and then four times a week on the week before the event.

Don't forget to post pictures of the fundraising event itself to show off your amazing achievements.

Not sure what to post about? If you're running a marathon then you could post about training, funny stories, why you're fundraising, what Bristol Mind does, and you could even take the time to write a blog. If you're running a bake sale then you could post about the preparation such as buying ingredients and baking your cakes.

Remember to include an image in all your posts and consider sharing a few videos too.

Try to keep your posts short and shareable with a link to the URL of your fundraising page and a clear message encouraging people to click the link to donate. Don't forget that you can post directly from Just Giving onto your social media posts on Facebook and Instagram by clicking the 'share' function.

### Press release top tips

Why not try your hand at writing a press release to see if you can get coverage of your fundraising efforts in your local paper? Target local media such as local papers, regional radio stations and community TV stations.

The first paragraph is the most important bit – it must show why your story is relevant. Say who you are, what you're doing, why and when in the first few sentences. If you can, why not get a quote from your company to explain what it means to you to fundraise for Bristol Mind. Don't forget to be original to grab the journalist's attention. If you're fundraising for personal reasons related to mental health then that could be a good angle to the story.

Make sure to include a photograph that's relevant - if you're running a marathon then a picture of you training would work well. And don't forget to arrange for someone to take high resolution photos during and after the event so that you can show off all your fantastic fundraising efforts. Remember to wear your Bristol Mind t-shirt or vest and pin up some posters! Send your press release at least two weeks before the event to give the journalist time to write it up.

Write ENDS at the end of the release and then conclude with your 'notes to editor' including your company website and press team contact details.



For better mental health

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### **Where your fundraising goes**

When you're posting on social media about your incredible fundraising efforts, why not highlight what your fundraising efforts raise money for? Examples of things your money might go towards includes:

- Our information and signposting services
- Our MindLine support helpline and MindLine Trans+
- Our Meeting Minds bespoke and affordable counselling service
- Our Women Without Borders group

### **Why our work is so important**

- 1 in 4 of us experience a mental health issue each year
- 1 in 6 people will be affected in the workplace
- Mental health problems cost the economy £94 billion a year
- The cost to UK employers is up to £42 billion
- On average in the UK, 16 people take their own lives each day
- Suicide is the leading cause of death for people aged between 20 and 34

### **The impact**

Want more information to use in your social media fundraising efforts? Here's some stats surrounding our work supporting people maintain good mental health in Bristol and beyond:

- Last year around 2,000 people called our crisis and support helpline Mindline
- Around 5,500 people contacted us for information and advice
- Over 1,000 people used our advocacy services
- We provided more than 1,000 counselling sessions
- Around 60,000 people visited our website for vital information and signposting

By fundraising for Bristol Mind you're helping improve mental health, raising awareness and supporting us in our fight to eradicate discrimination and stigma. Your support is invaluable and your money makes a real difference to people with mental health issues.

**Thanks again for taking the time to fundraise for us and if you have any questions about your fundraising efforts then contact Leilah King [FundraisingCoordinator@BristolMind.org.uk](mailto:FundraisingCoordinator@BristolMind.org.uk).**