

YOUR GUIDE

TO FUNDRAISING

SUCCESS



FDAMH
FALKIRK'S MENTAL HEALTH ASSOCIATION

THANK YOU!

Thank you so much for choosing to fundraise in support of FDAMH. Every penny donated to FDAMH goes towards helping those in need, providing vital mental health support to our community when they need it most.



Inside this guide, you'll find a host of ideas, tips and guidance on how to kick-start your fundraising. From how to set up your online fundraising page to using social media to spread the word, we've got you covered. We've also included some fundraising inspiration to spark your creativity.

If you need any more support or guidance, reach out to us at any time at community@fdamh.org.uk.

Our work wouldn't be possible without your incredible support. It is the passion and generosity of people like you that makes a real difference in our community.





OUR FUNDRAISING TOP TIPS

1. GET CREATIVE



The first step to fundraising is choosing your idea. Whether you're looking for a sporty challenge, want to put your skills or hobbies to use, or just bring everyone together for a bit of fun, there's something for everyone.

2. HAVE FUN!



Do something you enjoy or want to achieve. It might be hosting a bake sale, signing up for that marathon you've always dreamed of doing, or even getting your pals involved and turning your next get-together into a fundraiser - the possibilities are endless.



3. DON'T GET HUNG UP ON £££

Your fundraising, no matter how big or small, contributes vital funds and helps to raise awareness for mental health in our community, which is really important too!

4. SHARE, SHARE, SHARE

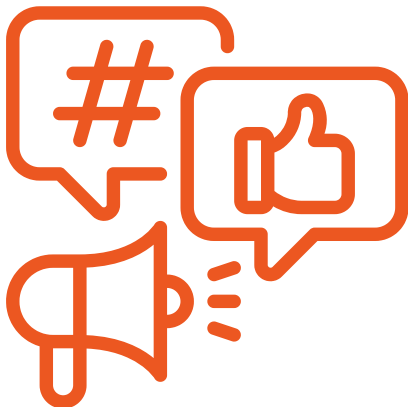


You're doing something amazing to help people who are struggling with their mental health. Tell people about it and motivate them to support you. Let us know about it too, we love to share your amazing efforts.

TIPS TO SHINE ON SOCIAL MEDIA

Using social media is a great way to let people know about your fundraiser. Check out our top tips on how to shine on social media:

- * **Add a link to your online fundraising page** to your Facebook status, Twitter or Instagram bio, or any other social networks you use.
- * **Make a hashtag (#) for your posts.** It's really easy to do, just remember to write it at the end of each of your posts and keep it consistent. For example, **#TeamFDAMH** or **#FDAMHsFunRun**. People following your hashtag can easily stay up-to-date on your progress.
- * **Remember to always add pictures** to bring your fundraising to life. Whether it's cakes, costumes or quizzes, people are much more likely to engage if there's a picture.
- * **Don't forget to update your fundraising progress.** Whether it's via a running total or a changing percentage, supporters love to see that their donations are making a difference. And the higher that fundraiser percentage rises, the more people will want to donate to help you reach your total!
- * **Don't forget to tag us!** We love seeing what you're doing to raise money.



CLICK THE ICONS BELOW TO FIND US ON SOCIAL MEDIA:



FACEBOOK



TWITTER/X



INSTAGRAM



LINKEDIN



FUNDRAISING

GUIDELINES

These fundraising guidelines are designed to not only recognise your efforts but also provide you with a tangible representation of the impact you are making in the lives of those in need. As you continue to exceed fundraising milestones, additional rewards and recognition await.

RAISE £150 TO £500

- Receive a FDAMH supporter certificate.
- Get a FDAMH supporter t-shirt.



RAISE OVER £500

- Receive a FDAMH supporter certificate.
- Get a FDAMH supporter t-shirt.
- Get a shout-out on FDAMH's social media channels.



WANT TO PURCHASE A FDAMH SUPPORTER T-SHIRT?

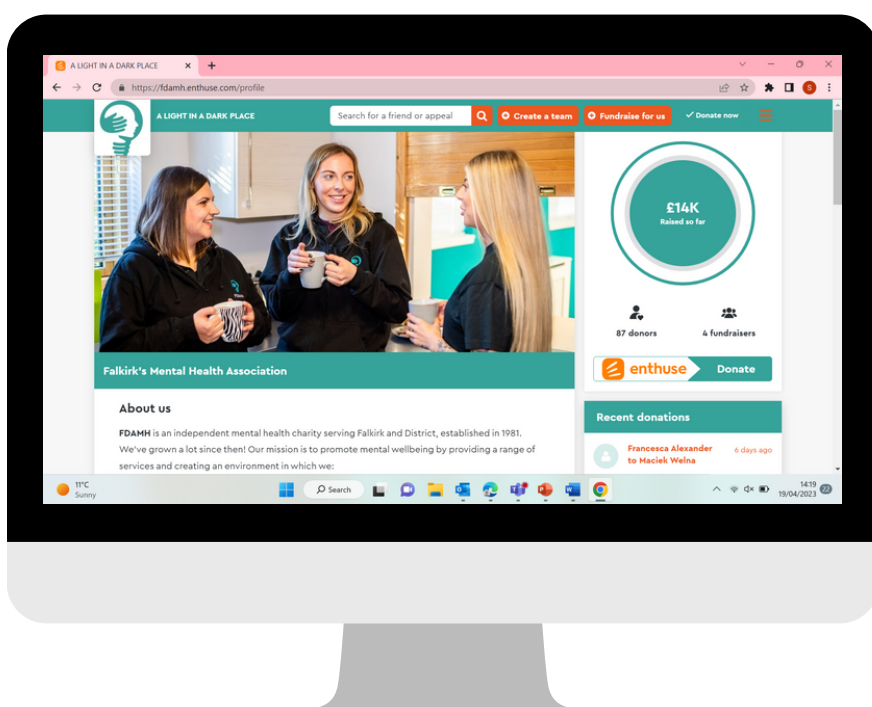
We understand that meeting a big fundraising goal isn't always feasible. However, we believe that every effort should be recognised and appreciated. If you are organising a fundraiser and would like to receive a FDAMH supporter t-shirt, please contact us at community@fdamh.org.uk. Prices start at just £10.

SETTING UP YOUR ENTHUSE PAGE

The easiest way to fundraise and promote your fundraiser is by setting up an Enthuse page. Just go to fdamh.enthuse.com to get started and follow these top tips for fundraising success:

- ✿ Customise your page with your personal story, photos and updates. Think about why you're raising money for FDAMH and why the cause is important to you.
- ✿ Choose your fundraising goal. It gives your supporters a goal to get behind, so don't be afraid to go big!
- ✿ Email your friends, family and colleagues with the link to your page, and share it on social media.
- ✿ Update your online fundraising page with progress and resend to your contacts.
- ✿ After the event, update your page with photos and the result, and remind people they can still donate.

TOP TIP:
Share your fundraising page around pay day when people might be feeling more generous.



FUNDRAISING INSPIRATION

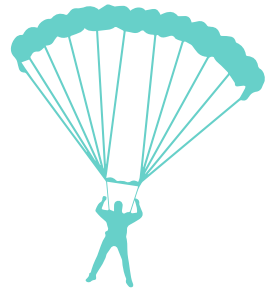
Want to fundraise but don't know where to start? Whether you're a first timer or a regular fundraiser, everybody needs a little inspiration sometimes. Here are some ideas to get you started:

Fundraising on your own:

- ✿ Test your endurance by taking on a physical challenge. Choose your event – from **runs, walks and cycles, to swims and skydives**, there's a challenge with your name on it!
- ✿ Have you been trying to **kick 'that' habit**? Now is the chance to test it out! From chocolate to swearing to boxset binging...it's up to you...how long will you last?

TOP TIP:

Leverage birthdays and other important dates to ask for donations instead of gifts.



TOP TIP:

Why not plan your fundraiser in May for Mental Health Awareness Week?

Fundraising as a group:

- ✿ Get your pals involved and turn your next get-together into a fundraiser! It could be something you normally do or a special event, maybe you'll recreate your own **'Bake Off'** or **'Come Dine with Me'**.
- ✿ If you're into gaming, why not host a games night in real life or online using live streaming? Invite friends, family, and fellow gamers to join in the fun while raising funds for an important cause.

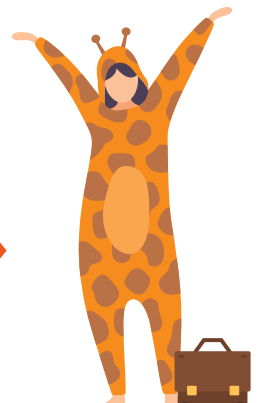


Fundraising at work:

- ✿ Everyone loves to **dress up** (or down). Charge your colleagues a donation of your choice to ditch the usual work attire.
- ✿ In it to win it. Whether it's Wimbledon, the Grand National or Eurovision, **everyone loves a sweepstake**. Source a prize, then ask your colleagues to pay to play.

TOP TIP:

Many companies offer employees the chance to match the money you raise. Speak to HR to find out if this something your company offers.



SUPPORTER STORIES

Derek's Cycle for Mental Health

To raise awareness for mental health and FDAMH's services, Derek took on the incredible challenge of cycling from The Kelpies to Blackpool Tower.

He raised an amazing **£3,735**, including a generous donation from his employer, Petroineos Grangemouth. Derek made the decision to donate all the money raised to our Young Person's Mental Wellbeing Service to ensure young people in the community have access to support when they need it most.



The Engine Room's 24 Hour Fitness Challenge

The team at The Engine Room gym in Falkirk took on an incredibly tough challenge. The team of 19 gym participants had to complete a 20 minute workout every hour on the hour for 24 hours - that's a total of 8 hours worth of exercising!

Thanks to their incredible efforts, the team managed to raise **£5,115** for our services. This generous donation allowed us to provide over 200 counselling sessions to our clients.



Ellies' Charity Night

The two Ellie's hosted a fabulous charity night for FDAMH raising a fantastic **£2,250** for us! The girls put in an incredible amount of effort for the night with decorations galore and an amazing prize draw which included an overnight stay at Gleneagles hotel.



For us, choosing to fundraise for FDAMH was an easy decision! They are an extremely important charity in our local area and are an incredible resource that we all have available.



Nikki Monaghan Art

Over the last few years, local artist Nikki Monaghan has raised an incredible **£1,031** for FDAMH. She has generously chosen to donate 20% of her profits from art sales to support our services. Additionally, Nikki has also played a crucial role in raising awareness for mental health through her social media channels. Through her art and online presence, she has helped to promote conversations and understanding about mental health.

HOW YOUR FUNDRAISING HELPS

£40

will pay for one client's initial appointment at FDAMH with our Distress Response Service team.



“

With just a few sessions I saw massive changes within myself and the way it impacted my day to day life!... I was able to find solutions for my worries rather than just talk about them, I find this made a huge difference in my effort to help me feel better.

”

£265

will pay for one young person's journey through our Young Person's Wellbeing Service.

£554

will cover the cost of one client's journey through our Social Spark Service.

“

In a time where I felt I had no support FDAMH were amazing and can say without exaggeration if it was not for the amazing help and support I received I might not be here to write this.

”

£3,850

will cover the running costs of our building for one day.



THE LEGAL STUFF

The first rule of fundraising is to have a great time, but there are a few other things you need to bear in mind too. Here's how to keep everything above board.

Using the FDAMH brand

- If you'd like to use FDAMH's charity logo to help advertise your fundraising, please get in touch with us first. We've got some important house rules around how our logo can be used, so make sure to contact us before putting it on your fundraising materials, website, or social media. Email us at: community@fdamh.org.uk
- As you'll be fundraising as an independent supporter, you'll need to refer to your activity as 'in aid of FDAMH' (rather than 'on FDAMH's behalf').

Health and safety

- Keep your personal safety in mind while you're planning and on the day. We can't take any responsibility for your activity, so we recommend doing your own risk assessment to prevent risks and legal issues. This is important even if your event will take place somewhere you know really well.
- Types of events that need a risk assessment can include solo challenges (like a solo walk, run or cycle), anything involving food or drink, and any in-person event involving the public.

Competitions, prize draws, raffles and lotteries

- They're brilliant for raising money, but there are lots of important rules about how lotteries, draws and raffles can be run. You might need to apply for a license to hold a raffle or lottery at your event. Find out more from the Gambling Commission.
- You can't sell tickets to anyone under 16.
- Online raffles, lotteries and prize draws are also subject to rules and regulations.



USEFUL LINKS:

- Health and Safety Executive: hse.gov.uk/event-safety/
- The Gambling Commission: gamblingcommission.gov.uk/



READY, SET



FUNDRAISE

FOR FURTHER SUPPORT, CONTACT:



community@fdamh.org.uk



01324 671 600

FIND US AT:



**173 Victoria Road
Falkirk FK2 7AU**



FDAMH

FALKIRK'S MENTAL HEALTH ASSOCIATION

FDAMH (Falkirk's Mental Health Association)
Charity SC011889 / Company SC151357