active minds SPIRIT WEEK

OCT. 18 - OCT. 22, 2021

activeminds.org/SpiritWeek

campus community toolkit

active minds | SPIRIT WEEK

introduction

Thank you for participating in Active Minds Spirit Week! This toolkit will walk you through the steps you can take to engage your high school, college, or university community during the week and provide suggestions to make the most out of your efforts. The following are only recommendations, you should feel free to make adjustments for your own community as needed.

If you have any questions that are not answered here, please contact us:

(202) 332-9595

give@activeminds.org

thank you to our sponsors

betterhelp

Eating Recovery Center

Pathlight Mood & Anxiety Center

what

Active Minds Spirit Week is a nationwide call-to-action to advance Active Minds' mission: to change the conversation about mental health. Each day of the week is dedicated to one of our five pillars that achieve that change: **awareness, education, advocacy, connection,** and **community**.

We encourage you to participate through a combination of fundraising and engagement activities, using our suggestions below to guide your way.

why

Active Minds is changing the conversation about mental health and changing lives. A recent study on our college impact has shown that as students become more involved with Active Minds, they are more likely to reach out to a classmate or friend who is struggling with a mental health issue such as depression, anxiety, or suicidal thoughts.

Loudly spreading our unified message of awareness, support, and compassion throughout different communities - schools, organizations, and workplaces - will continue to change lives and widen access to mental health resources for those who don't know where to turn.

when

In 2021, we are encouraging you to join us with the resources below during the week of October 18 - 22. Can't make that work? **Active Minds Spirit Week can be celebrated anytime!**

how

There are two ways to participate: engagement activities and fundraising. Each day we challenge you and your team to complete one engagement activity and reach our suggested fundraising goal. Upon completion, you and your team may be eligible for a special prize at the end of the week.

WHERE DO I START?

Step One: Pick the Timeframe

Step Two: Set a Fundraising Plan

Step Three: Set an Engagement Activity Plan

Step Four: Spread the Word

STEP ONE: PICK THE TIMEFRAME

First check in with the other members of your team to see what week works best for you. We recommend picking a Monday through Friday schedule that won't interfere with any other big events (beginning of the semester, graduations, homecoming, other fundraising events, etc.)

Don't forget - we encourage you to join us during the national Active Minds Spirit Week campaign, October 18 - 22!

STEP TWO: SET A FUNDRAISING PLAN

Before the week begins, we encourage you to create a fundraising plan. Using a template to guide your fundraising will help keep you organized throughout the week.

How do I collect donations?

Active Minds now has a new fundraising platform on our website! With this new platform, it's now easier than ever to start a fundraising campaign, set and track your fundraising goals, and ask friends and family to support you! Instructions on how to set up your fundraising page are included later in this toolkit.

How much am I expected to fundraise?

It's important to set fundraising goals for your chapter/team and for yourself. On our new fundraising platform, each team page has a default goal of $500 and each individual fundraising page has a default goal of $250. When you set up your pages, you have the flexibility to change these goals – higher or lower – based on what you think makes the most sense.

You can ask your friends and family to donate directly to your team page to help reach your overall team goal, or you can direct people to your personal page to help reach your own individual goal. It's important to know that when someone donates to your own personal page, it also counts in your team total too! Mix up the messages during the week to have people support your chapter/team as well as your individual page – see what people respond to the best!

STEP TWO: SET A FUNDRAISING PLAN (CONTINUED)

Who will you contact for donations?

Here's a list of people you can approach to get your fundraising started. To reach even more people, try to think of who you know beyond this list - the worst anyone can say is no!

- Friends
- Family members
- Facebook friends
- Previous or current co-workers
- Neighbors
- Roommates
- Community groups
- Local businesses

How will you contact your potential donors?

Think about what is most appropriate for each relationship, and what will help them be most excited and likely to respond to you with a donation. Possible methods include:

- Sending emails – This is a great way to share why you think Active Minds and our mission to change the culture around mental health is worthy of a donation. Your personal mental health story can also be shared this way. Email is great for contacting co-workers, businesses, or relatives. **It's good to remember that most people need at least 3-5 touches before they will donate** - don't get discouraged if you get little to no response from your first email. Keep on trying: most people just need a small reminder!
- Texting - use to contact friends and family, so you can get quick response from those closest to you.
- Social media posts – Posting widely is a great way to reach beyond your immediate network.

Fundraising Plan Template

ONE Spirit Week Fundraising Goal: $_____

TWO reasons mental health culture change should be supported / is worth investing in:

_____

_____

THREE places I can ask for donations:

☐ Active Minds' Fundraising Page ☐ Facebook ☐ Instagram Live ☐ Venmo ☐ Mail check

FOUR people I can personally call, text, email, or tag on social to ask for their support:

_____ _____ _____ _____

FIVE fundraising requests I can post to my social media:

- ☐ I am hoping to raise $50 today in honor of the 50% of people everywhere who will experience a mental health condition in their lifetime. Will you donate to help me reach my goal?
- ☐ My goal today is to raise $67 for Active Minds, because 67% of college students will tell a friend they are feeling suicidal before anyone else.
- ☐ Will 20 people donate to my fundraiser today? Students are 20% more likely to receive treatment on campuses that are supportive of mental health issues.
- ☐ Will you donate $18 to my fundraiser today? For 18 years, Active Minds has inspired me and millions of others to learn how to help each other in our mental health journeys.
- ☐ So far, my network has donated $(amount) to support mental health for everyone. Please, donate today to help me and my team reach our $500 goal! [Link to fundraising page]

STEP THREE: SET AN ENGAGEMENT ACTIVITY PLAN

Because of COVID-19, we are engaging with our communities in different ways. Think creatively about how you can share important information about mental health and Active Minds with your community.

Each day of the week is dedicated to one of the five pillars of Active Minds work. Use these pillars as your guides on how you can engage with your community during the week:

AWARENESS (Day 1): Not everyone has a mental illness, but we all have mental health. ***Share*** how mental health affects us all by spreading awareness in your community, along with the reasons why we all need to change the conversation. *Awareness Day brought to you by BetterHelp.*

EDUCATION (Day 2): You don't have to be an expert to help, you just have to be there. ***Learn*** the tips and tools of how to help a friend when it's more than just a bad day, and ways to take care of your own mental health.

ADVOCACY (Day 3): Just like physical health, mental health should always be a priority. ***Advocate*** for policies and initiatives in your community that ensure everyone has access to mental health resources.

CONNECTION (Day 4): Let friends, family and colleagues know they are not alone in their mental health struggles. ***Share*** your own story about your mental health journey or how Active Minds has made a difference in your life. *Connection Day brought to you by the Eating Recovery Center and Pathlight Mood & Anxiety Center.*

COMMUNITY (Day 5): Together, we all play a part in changing the conversation about mental health. ***Share*** how important your community is to you and invite others to join the Active Minds national movement before the week is over.

All this work can be overwhelming, so the team at Active Minds has put together a sample plan of action for the week! We've broken it down day-by-day and included the pillars, fundraising plans, and engagement activity plans.

STEP FOUR: SPREAD THE WORD

Now that you've set up your fundraising page and set a plan, it's time to spread the word with your community! Sharing posts on social media is a great way to let your friends and family know that you are participating in Active Minds' Spirit Week and to engage them with the five pillars of the week.

Be sure to **share why Active Minds and mental health awareness is important to you**. People are always willing to support important causes, but it's up to you to share why mental health is important for everyone. And don't forget to include an eye-catching **sharable graphic** and the **link to your personal/ team fundraising page** so people know where to donate.

Click to Download Shareable Graphics

day 1

Not everyone has a mental illness, but we all have mental health.

Share how mental health affects us all by spreading awareness in your community and the reasons why we all need to change the conversation.

Share your Daily Fundraising Goal

Share a fundraising goal to raise $50 in one day, and inform your community that 50% of people will experience a mental health condition in their lifetime.

- Use this special progress graphic to show how you are doing! Color in the progress you've made to your goal (25%, 50%, etc.) to let your community know that you still need their help!

Do More

Share as much information as you can about mental health throughout the day.

Here's a few places to start:

- Understanding Our Stress & Anxiety
- Understanding Depression & Bipolar Disorder
- Our Instagram Guide on Managing Stress & Anxiety

Go Bigger!

Host a virtual mental health trivia night for anyone who wants to learn about mental health challenges.

- See below for sample trivia questions you can use.

betterhelp

BetterHelp is the world's largest counseling service. We connect people facing life's challenges with a counselor from our network of licensed, accredited, and board-certified therapists. Each month, over 5,000,000 counseling messages, chats, voice calls, and video sessions are facilitated through BetterHelp's secure website and mobile app. Our mission is to provide everyone with easy, affordable, and private access to professional counseling, anytime, anywhere. BetterHelp is pleased to sponsor the Active Minds Spirit Week AWARENESS DAY.

day 2

You don't have to be an expert to help, you just have to be there.

Learn the tips and tools of how to help a friend when it's more than just a bad day, and ways to take care of your own mental health, too.

Share your Daily Fundraising Goal

Share the day's goal to raise $67, letting potential donors know that 67% of college students are more likely to tell a friend they are feeling suicidal before anyone else.

Ideas to get your fundraising started:

- Text or Venmo request 10 friends for $6.70 each, and try using this message:
- *"Did you know that 67% of college students tell a friend they are feeling suicidal before anyone else? With Active Minds, I am helping myself and other students to be ready to respond. You can help me by donating to my fundraiser today."*
- Post a Fundraising Bingo Board and try to fill the entire board!

Do More

Lead or host a (virtual) V-A-R Training on this simple three-step guide to helping a friend who may be struggling with their mental health.

- Head to this page to get the tools to lead your own V-A-R training!
- Head to this page to find out how to book an Active Minds speaker to lead your V-A-R training.

Go Bigger!

Share some ways that you practice self-care to take care of your mental health. Share on social media or post on a blog some of the ways you make sure you take a moment for yourself. Then, invite your friends and family to join you!

day 3

In changing the culture of mental health, *Your Voice Is Your Power*.

Use your voice to ask about policies and initiatives in your community that ensure everyone has access to mental health resources.

Share your Daily Fundraising Goal

Share the day's goal, to receive twenty (20) donations of any size and relay to your donor audience that students are 20% more likely to receive treatment on campuses that are supportive of mental health issues. Here are some suggestions to keep your fundraising momentum going:

- Ask for donations from 15 friends using this sample text message:
- *"Hey (Name), right now is Active Minds Week, dedicated to supporting mental health awareness for young adults. It is important that I and my fellow students have mental health resources and supportive policies in place my school. One thing you can do to help me advocate for these re sources is to donate your financial support, and help my Chapter reach our goal of raising [GOAL] for our organization, Active Minds. I hope you will consider making a gift by going to (website/ Facebook link). Thank you for your support and let me know if you have any questions!"*

Do More

More than ever, mental health culture in school settings is vitally important, especially for BIPOC students who are statistically less likely to feel able to use mental health resources.

Launch one policy or cultural change initiative to improve campus mental health support for BIPOC students, as laid out in Active Minds' *Your Voice Is Your Power* campaign. Already have your policy change efforts in progress? Commit this day of your Active Minds Week to action to continue your efforts toward your goal.

Go Bigger!

Bring a supportive mental health culture to a workplace that affects you by pitching, planning, and hosting an Active Minds @Work virtual event with your workplace or campus administration.

day 4

Let friends, family and colleagues know: they are not alone in their mental health struggles.

Share your own story about your mental health journey, or how Active Minds has made a difference in your life.

Share your Daily Fundraising Goal

Share the day's goal to receive donations of $18 to represent the beginning of the Active Minds story 18 years ago and inspire others to share their own mental health story. Here are some suggestions to get your fundraising started:

- Sell DIY Products - Sell homemade jewelry or art in exchange for $18 donations.
- Challenge Yourself - Tell your friends and family that you will dye your hair or dress up in a funny costume if they donate $18.

Do More

Sharing and being open about our mental health can be daunting. While stigma is down significantly in younger generations, many people still believe they will be judged for speaking up or seeking help (we call this "self-stigma"). But that's not true! Most people say they'd like to help a friend in need.

Take the Here For You pledge to commit to starting a conversation about mental health with a friend or family member, and encourage others to do the same. Together, we are creating a space that acknowledges our holistic well-being – mental, physical, and emotional – as individuals and as a community.

Go Bigger!

Host a virtual "open mic" night with your chapter and community members. Encourage people to share their mental health journey through storytelling, poetry, music and more.

Eating Recovery Center and Pathlight Mood & Anxiety Center comprise the nation's leading mental health care system dedicated to the treatment of eating disorders and primary mood, anxiety and trauma-related disorders. ERC and Pathlight provide innovative, evidence-based, treatment programs tailored for patients of all ages, genders, races and ethnicities. Working closely with patients as well as their families, ERC and Pathlight's multi-disciplinary treatment programs are designed to help illuminate their unique paths forward and provide a foundation for resilience and long-lasting mental wellness. ERC and Pathlight offer Inpatient, Residential, Partial Hospitalization and Intensive Outpatient levels of care in centers across the country as well as Virtual IOP telebehavioral health services.

Eating Recovery Center
Pathlight Mood & Anxiety Center

day 5

We all play a part in changing the conversation about mental health.

Share how important your community is to you and invite others to join the Active Minds national movement before the week is over.

Share your Daily Fundraising Goal

Host a virtual community fundraising event to close the week out strong, or celebrate having reached your chapter or organizational fundraising goal!

- Examples of virtual events:
  - Host a livestream fundraising event on your Instagram
  - Throw a virtual talent show with some of your multi-talented team members
  - Invite fellow students to a virtual game night, with a $5 encouraged donation to participate
- Encourage everyone on your team to raise $50 more by making one last social media push. Here's a post you can use:
  - *"Thank you to everyone that has supported me throughout Active Minds Week! So far I have raised $(progress so far) to support mental health for everyone. Please help me reach my team goal of $500 by donating at (fundraising page) [Link to fundraising page]."*

Do More

Tag a friend and thank them for being part of your supportive community. Use this opportunity to thank all your donors for supporting you throughout the week!

Go Bigger!

Create and post a word cloud with the names of people who joined in with your Active Minds Spirit Week (*donors, participants, social sharers, advocates, and more*) and words representing the efforts you undertook throughout the week. Tag as many participants as you can, to express that they are all part of a community of support when it comes to mental health.

REWARDS

Every dollar counts and we want to celebrate your success throughout the week!

In addition to recognizing your engagement, collaboration, and other advocacy efforts, we want to thank you with some cool bonuses when you surpass fundraising milestones.

Individual Rewards

$100+ = Receive an Active Minds poster

$250+ = Receive our #NeedYouHere bracelet and a special shoutout on social media

$500+ = All of the above PLUS an Active Minds crewneck sweatshirt

Active Minds Chapter Rewards

**Rewards only available to registered Active Minds Chapters.*

$250+ = Standard Swag Package:

Active Minds buttons, stickers, pocket guides, give-away items, and more!

$500+ = Super Swag Package:

Double the most popular resources in the Standard Swag Box!

$1,000+ = Deluxe Swag Package:

All of the above PLUS an additional package of Active Minds wearable merch!

Bonus Package

Reach your Chapter fundraising goal of $500 by the end of October, and you'll receive a special package of Active Minds swag in January.

Bonus Reward:

End the week as one of our top fundraisers, and you get the chance to attend an exclusive virtual lunch with Active Minds' Founder and Executive Director, Alison Malmon!

CONTACT US

Remember that we are here to help! If you have any additional questions or need fundraising support, just reach out to national staff member, Luis Ramirez, at (202) 332-9595 x106 or luis@activeminds.org.

Thank you again for joining Active Minds in opening the conversation around mental health!

Appendix

Starting Your Fundraiser

Here's how you start a fundraising page for your team or chapter and yourself:

FOR YOUR TEAM OR CHAPTER:

- Click here to go to the Active Minds Spirit Week fundraising platform.
- Click the "Become A Fundraiser" button and click "Create A Team."
- Follow the step-by-step process to create an account and set up a team page for your chapter. Make sure to include the name of your school and/or organization in your team name so you get the appropriate credit! (Ex. Active Minds at the University of Maryland, Alpha Sigma Phi - Iota Tau Chapter)
    - *Note: By going through this process, you will become the team captain for your team's page.
- Make sure to update the story section of your page and profile picture to make it more personalized!

FOR YOURSELF:

- Visit activeminds.org/SpiritWeek and click "Find Your Team."
- Click the "Become A Fundraiser" button and select the "Join a team" option.
    - Note: If you cannot find your team, your team page may not have been created yet. Check with the leaders of your team to see who should create the account and follow the steps in the "For Your Team or Chapter" section above.
- Follow the step-by-step process to create an account and set up your personal fundraising page. The team captain will receive a notification by email that you have joined the team!
- Make sure to update the story section of your page and profile picture to make it more personalized!

Tracking Your Progress

Use a form like this to track your participation so you can be eligible for a prize at the end of the week!

	AWARENESS	EDUCATION	ADVOCACY	CONNECTION	COMMUNITY
Fundraising Progress					
Engagement Activity Participants					

Fundraising Tips & Tricks

- **Set Your Goal** - Setting your individual fundraising goal before the week begins helps you stay consistent with your messaging throughout the week.
- **Draft** - Drafting your emails, texts, and social media posts early will make fundraising easier throughout the week.
- **Prepare** - Having the contact information of your potential donors prepared before the week begins allows you to send out communications easily and quickly.
- **Follow up** - Keep your donors updated with your fundraising progress throughout the week and ask them to help you hit your next milestone.
- **Thank your donors** - Thanking your donors is the most important part of fundraising. Try tagging them or writing handwritten notes to show them how much you appreciate their support.
- **Partner with a local business** - Your chapter can host a fundraiser with a local restaurant and a percentage of the proceeds will be donated to Active Minds.
- **Employer Match** - Some companies double or even triple employee's contributions, as well as gifts of retirees, spouses, surviving spouses, and outside directors. Contact your Human Resources department to determine if your employer participates.
- **Make it a competition** - Friendly competition within your chapter or company can incentivize people to raise even more!

Extra Activity Ideas for Each Day

AWARENESS

- Lead a virtual Q&A with an Active Minds speaker or panel of speakers
- Create large posters with mental health statistics and post them in key areas of your campus
- Partner with Campus-based mental health services for an event about on-campus services

EDUCATION

- Host QPR: Question, Persuade, Refer - Suicide Prevention Trainings
- Host a Mental Health Education Workshop
- Partner with campus or employer-based mental health services for an event on learning the signs of mental illness

ADVOCACY

- Download Transform Your Campus toolkits and share the tools on social media
- Ask your company/employer about their mental health policies and initiatives
- Head to this page to find out how to be there for your employees

CONNECTION

- Host a virtual Active Minds Speaker to learn more about overcoming personal mental health experiences
- Reach out to school paper to share stories of mental health and Active Minds
- Host PostSecret U on your campus

COMMUNITY

- Create an Active Minds social media account
- Host a webinar on How to Grow an Active Minds Chapter

Sample Trivia Night Questions Related to Mental Health

Q: What % of us will experience a mental health struggle in our lifetime?

A: 50%

Q: Who is a young adult most likely to talk to about their mental health struggles before anyone else?

A: A friend

Q: By what age have 75% of mental health issues began?

A: 24

Q: On average, out of 100 adults, how many have a diagnosable mental illness?

A: 20

Q: What's more important: mental health or physical health?

A: Neither, and both! Equally important to overall health.

Q: What percentage of students with anxiety or depression do not seek treatment?

A: 2/3 – 66%. (That's why our work together to change the culture around mental health is so important!)

Q: What does the "A" in V-A-R® stand for? Bonus to say what each of the three letters means!

A: Appreciate; all three are Validate, Appreciate, Refer.

Q: To what number do I text the word, "BRAVE" if I want to reach the Crisis Text Line?

A: 741-741

Q: If a friend is struggling and I don't know how to help, who can I call and at what number?

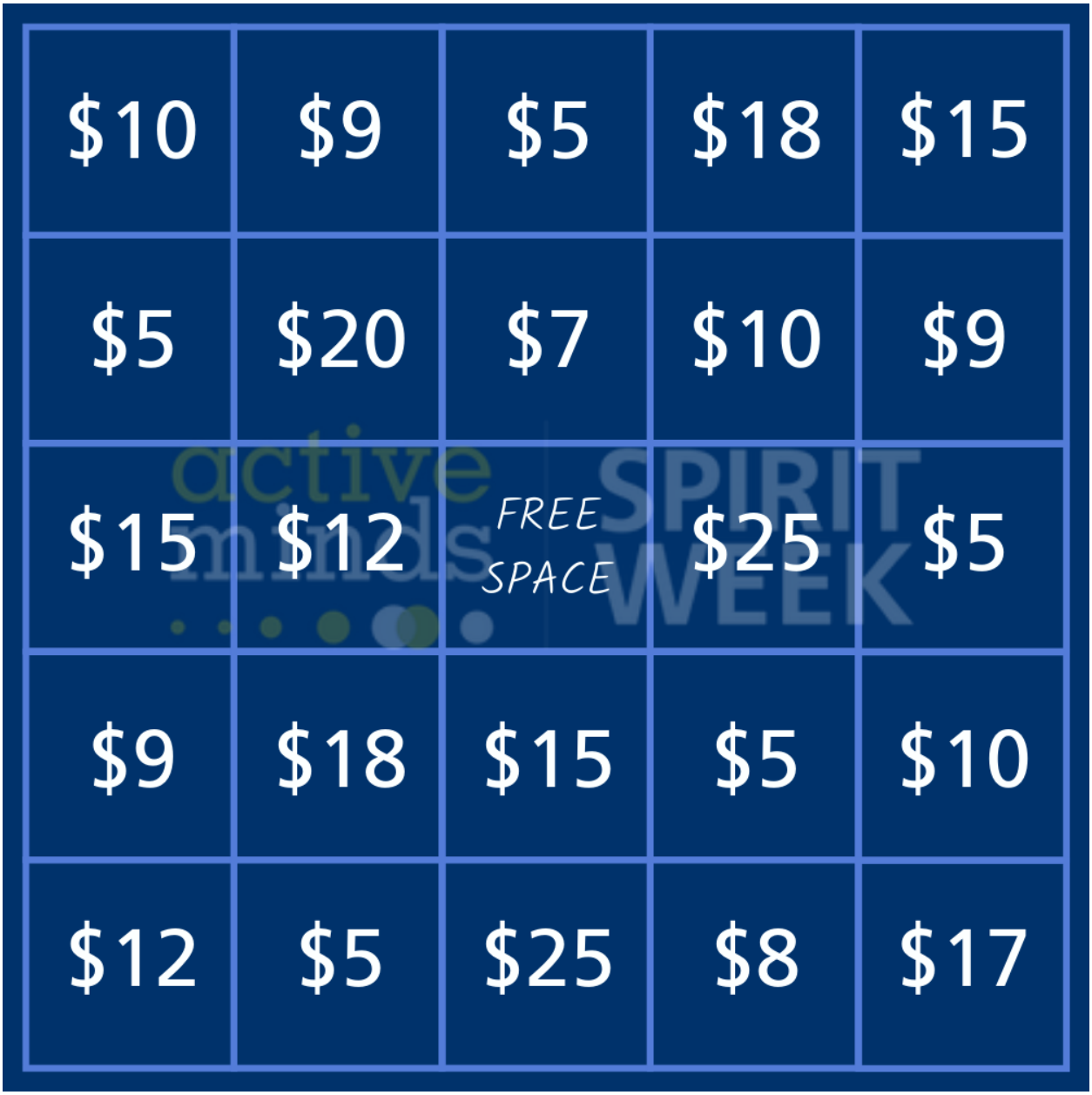
A: Suicide Prevention Lifeline: (800) 273-TALK (8255)

Q: In what year was Active Minds founded?

A: 2003

Sample Fundraising Bingo Board

Choose any amount and help me fill my board to help change the conversation about mental health!
Click here to download the bingo board.



Frequently Asked Questions

HOW MUCH DOES IT COST TO START AN ACTIVE MINDS FUNDRAISER?

There is no registration fee when creating an Active Minds fundraiser.

ARE DONATIONS TAX DEDUCTIBLE?

All donations to Active Minds are tax deductible. For online donations, donors will receive a tax receipt via email. For donations received as a check, we'll send a receipt via email or mail.

HOW DO I GET DONATIONS THAT I COLLECT OFFLINE COUNTED TOWARD MY TOTAL?

The best way to coordinate cash or check donations is to contact the national office directly. Please email give@activeminds.org or call (202) 332-9595 to do so.

WHERE CAN I FIND FINANCIAL INFORMATION ABOUT ACTIVE MINDS?

Please view our Financials page to view our financial statements and impact report.

HOW CAN I GET MORE INVOLVED WITH ACTIVE MINDS?

Thank you for your interest in helping Active Minds! Please see our Take Action page for opportunities to make a difference.