



Charity reg no. 1101678.



Your Step-By-Step RED January Fundraising Guide.

#REDJanuary2020 #Mindmatters

READY...

“We’re excited to be continuing our exclusive partnership with Mind. Since the partnership began 3 years ago, the RED community has raised £1.7million to help continue Mind’s life-changing work. It’s been fantastic to witness firsthand the difference this money is making, with many in the RED community being supported by Mind’s services. Proud of REDers commitment to the cause. Long may it continue!”



Hannah Beecham, CEO and Founder of RED January



“We want to wish everyone taking part in RED January the very best of luck. Not only is it a brilliant way to kick-start the New Year, but in taking part you are helping to raise awareness and open up the conversation about mental health. Every penny you raise will fund Mind’s vital work such as the Mind Infoline, our information services, as well as the campaigning we do to make sure everyone experiencing a mental health problem gets the support and respect they deserve.”



Paul Farmer, Chief Executive of Mind





REDers, we're incredibly proud of each and every one of you for taking the first step to supporting yourself and others by signing up to RED January 2020.

Visit mindinmidherts.org.uk to see the ways that your fitness and fundraising efforts will have a lasting positive impact well beyond January. The funds you raise will help continue Minds life-changing work all year round.

...SET...



Kick-start Your Fundraising

Fundraising online is great – it's free, it's quick, it's secure and donations reach Mind automatically.

Yet to register for RED January 2020? Register for **FREE** at mindinmidherts.redjanuaryformind.co.uk. There will be an option to set up a JustGiving page.

Registered but yet to set up a JustGiving page? Visit justgiving.com/campaign/2020RedJanmindinmidherts and click 'start fundraising' and you're ready to create your page.

Any questions? Email the RED support team at fundraising@mindinmidherts.org.uk
We're here to help you every step of your RED January journey.

#REDJanuary2020 #Mindmatters



FUNDRAISING IDEAS

Give your 'fun'draising a boost with these simple suggestions.

Aim to raise £50

£1 a Day, Goes a Long Way

Why not self-donate £31 at the end of your January challenge.

Get RED

Ask your friends, family and colleagues to wear red for the day to raise awareness. Take it further and pledge to wear red EVERY day in January!

New Year 'Declutter'

Start off the New Year by having a clear out and sell the things you don't use on the likes of Ebay. Pay the money onto your JustGiving page.

Donate your Travel Fare

Encourage colleagues to walk to work, get on their bike or get off the bus and donate their fare instead. It keeps them active and the money saved goes to a good cause.

Aim to raise £100

Get Active Every Day, Your Way

Get sponsored to mix it up this RED January by getting active in a different way each day. Walk one day, jog the next, climb, go for a swim. Variety is the spice of life!

Payday Pledge

Share your fundraising page on payday. Who doesn't feel more generous when they've just been paid?

Organise a Quiz

Each team pays to play. The winner takes the title! You can even make questions RED themed. Download a quiz template from mind.org.uk/resources

Share on Social

Let your friends and family know what you're doing during RED January and why you're doing it by sharing your story and JustGiving link on your social channels. Head to redtogether.co.uk/downloads to download your RED January and Mind cover photo and profile frame.

Aim to raise £250

Run a Raffle

Contact local shops and businesses to ask for donations you can use as prizes. Just let us know if you'd like a template letter and a letter from us confirming what you're doing.

RED Celebration

Get your local community together to celebrate the end of your RED January. Everyone pays to take part. You can sweeten the appeal with post-workout treats.

Match your Funding

Why not ask your workplace to match your incredible fundraising efforts. Double the money, double the amount of people you and your company can support.

Join the online RED community for further fundraising inspiration;

f redjanuaryuk

@redjanuaryuk

@redjanuaryuk

#REDJanuary2020 #Mindmatters



...GO



Exercise your Creativity

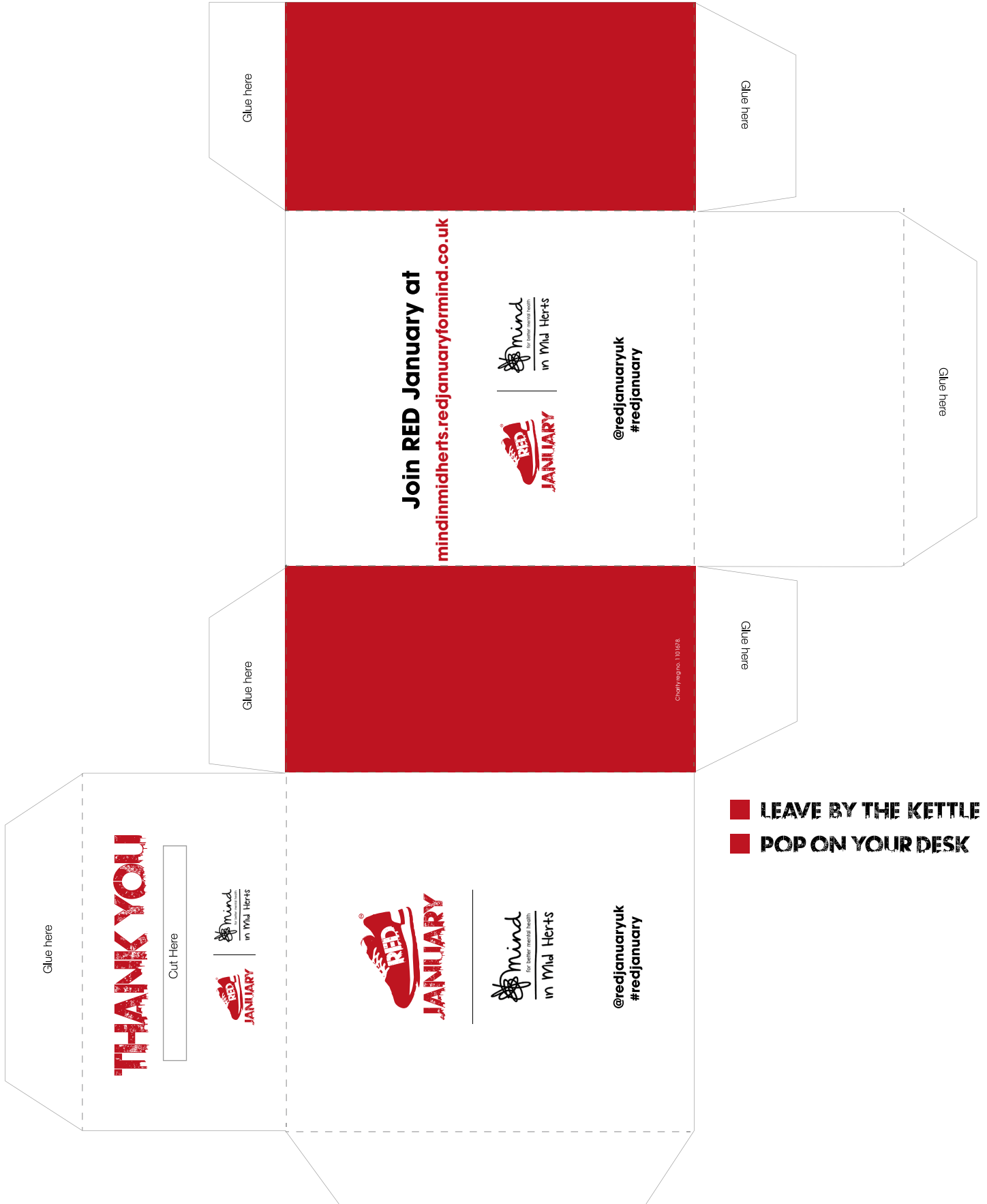
Print out the following pages to help bring your fundraising to life!

Mind has also created some toolkits, templates and guides to help you as you fundraise. These can be found at mind.org.uk/resources.



MINI DIY COLLECTION BOX

1. Print out the box template (if possible use card)
2. Cut out the box, including the coin slot
2. Score the dotted lines and fold the box into position
3. Use glue on the flaps & stick down
4. Raise lots of money for Mind!



■ LEAVE BY THE KETTLE
 ■ POP ON YOUR DESK



PROMOTE WITH PRIDE

Create your very own pin badges & cake toppers.

1. Print out the squares onto card.
2. Cut them out.
3. Using sticky tape, secure a cocktail stick or a safety pin to the back
4. Et voila... promotional goodies!



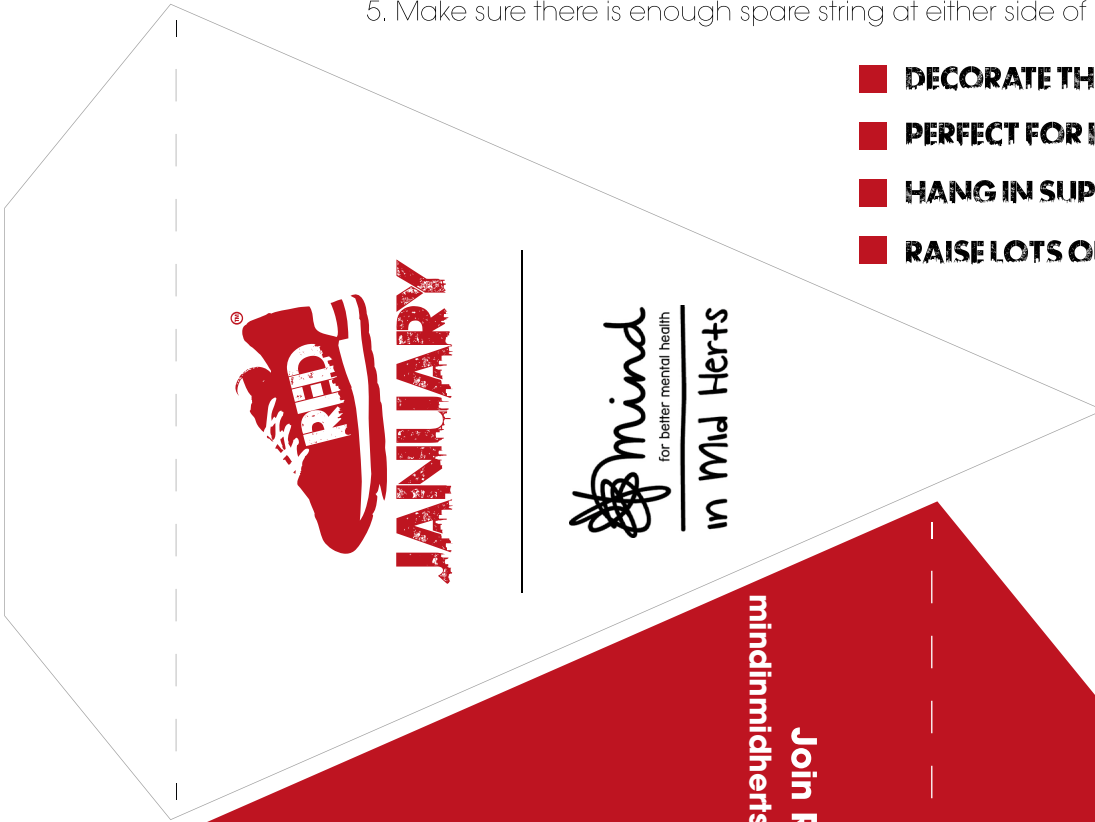
- CAKE TOPPERS
- PRICE TAGS
- PIN BADGES
- STICKERS



FUNDRAISING BUNTING

1. Print out enough sheets of pennants for the size of banner you need.
2. Cut out each pennant individually
3. Fold the tops over a long string (alternate the colours)
4. Tape or glue to secure
5. Make sure there is enough spare string at either side of banner for hanging

- DECORATE THE OFFICE
- PERFECT FOR HEALTH SNACK SALES
- HANG IN SUPPORT OF A REDER
- RAISE LOTS OF AWARENESS





SUPPORT FLAGS

1. Print out the flags
2. Cut out each flag individually
3. Score the dotted line to create a flap
4. Glue the back of the flap and wrap around stick or skewer
5. Hold firmly for a minute or two.
6. Write your message of support



Join RED January at mindinmidherts.redjanuaryformind.co.uk

@redjanuaryuk #redjanuary



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- CHEER ON YOUR FRIENDS
- EVERY MILE COUNTS!



Mid and North
East Essex

Active together for better mental health.

EVENT

DATE

TIME