

NAMI Seattle Peer-to-Peer Fundraising Toolkit

See resources here: <https://drive.google.com/drive/folders/1xSMKogMhN6yjpvpBmBxy6FPA12a-YIM?usp=sharing>

About NAMI Seattle

NAMI Seattle envisions a world where all those impacted by mental illness know they are not alone and are empowered to live a fulfilling life. We work to address the unmet mental health needs in our community through support, referral, education, and outreach.

Our Programs

NAMI Seattle runs free, community-led programs for individuals with mental illness and their loved ones. All programs are free to the community and led by individuals with lived experience with a mental health condition.

Our programs include:

- Support groups for individuals & families – these include groups for specific populations such as Bipolar, BIPOC, and LGBTQ+.
- Mental health education – for families supporting a loved one with a mental illness.
- Anti-stigma presentations – powerful talks from individuals with lived experience about their mental health journey. Offered for middle and high school youth, families and school staff.
- Resource connection Helpline – helping people find information and get connected to the mental health resources they need.

And more!

Support groups, peer presentations, family classes, and the mental health resource helpline are offered both in English and in Spanish!



SHINE

4 MENTAL HEALTH

About Shine 4 Mental Health

Shine 4 Mental Health is an online peer-to-peer fundraising and anti-isolation campaign to shine a light on mental health (particularly youth mental health). This campaign will focus on sharing hope, combatting isolation, and raising funds for NAMI Seattle's free programs.

As a volunteer you will:

- Create a virtual fundraising page via GiveButter
- Connect with the NAMI Seattle community and your own network of peers
- Share your story of hope
- Have the chance to win fundraising prizes
- Gather with other volunteers at an ice-cream social in August!

Why We Shine 4 Mental Health

Summer can be a time of fun, friends, and connection. But summer blues are real and changes in weather, schedules, and friendships can impact our mood and result in increased isolation.

- 1 in 6 US youth experience a mental health condition each year and only half receive treatment.
- 20% of Washington State 10th graders in 2021 considered suicide and
- suicide is the 2nd leading cause of death for Washington teens 15-19 years old.

There is a strong link between social isolation and increased anxiety and depression. When we Shine 4 Mental Health, we create connections, combat isolation, and support mental health all year round.

Getting Started

➤ Step 1: Make Your Givebutter page

Givebutter is a free online fundraising platform. All you need to do is go to our [Shine 4 Mental Health Givebutter campaign](#), click fundraise, sign up to join our team, and start creating your own fundraising page.

For a complete tutorial, [follow these simple steps](#).

➤ Step 2: Personalize Your Page

Personalize your Givebutter story page as much as you want, and add photos of yourself or pictures that you find meaningful.

Tips for writing your story

Consider: why are you involved? Why do you care about mental health? What are the issues or the programs that mean the most to you? If you feel comfortable, you can include details about your own lived experience, impact on family or friends, professional experience, or desire to make positive change.

Think about a beginning, middle, and end. What is the problem your story starts with, what is the solution, and how can others get involved/support that solution?

End with a call to action and invitation to be a part of the solution.

Example story

My mental health diagnosis in my 20s brought with it severe isolation. For those struggling with mental illness, isolation isn't about being lonely, it's a full-blown crisis. Since that incredibly dark time, my life has been about slowly moving toward finding connection, community, and wellness. Much of my journey has been about giving back through volunteering whenever I am able. The last couple of years at NAMI Seattle have been game changers. I share their vision of a world where those impacted by mental illness know they are not alone and are empowered to live fulfilling lives. This is why NAMI Seattle's free, peer-led support groups are so profoundly needed. These support groups provide connection and community for so many who otherwise would be suffering alone in isolation.

I'm giving this year to help end the isolation so many with mental illness feel. Please join me and Shine 4 Mental Health.

➤ Step 3: Start Fundraising

Share your Givebutter page, encourage people to make a donation to support you and NAMI Seattle's work, and inspire others to get involved.

Share your fundraiser on social media, via WhatsApp or email, or by inviting friends directly to your Givebutter page. [See the Givebutter tutorial for a step-by-step.](#)

Don't be afraid to share on social media multiple times! Successful fundraisers are shared an average of three or more times. Check out our Guide to Online Fundraising below for more ideas.

When posting to social media, please tag @namiseattle and use #Shine4MH.

Social Media Example Posts

Find social media graphics to download and use [here](#). You can add these images with your Givebutter link and your message. Feel free to make the message your own – your posts should sound like you! Here are a few examples:

Help me shine a light on youth mental health and raise funds for NAMI Seattle's free, community-led mental health classes, presentations, and support groups. (link to your Givebutter page) #Shine4MH

I have felt lonely and have struggled with my mental health. I Shine 4 Mental Health because it is ok to ask for help. NAMI Seattle offers free, peer-led support groups and runs a resource helpline. Support me in bringing vital help to the community with your donation (link to Givebutter page) #Shine4MH

I am raising \$ (goal amount) to Shine 4 Mental Health and support NAMI Seattle's free, community-led mental health programs. Join me because together we shine brighter! #Shine4MH

Share Why You Shine 4 Mental Health

You can fill out [I Shine 4 Mental Health because...](#) and take a picture with your sign to add on your Givebutter page, on social media, or share with us @namiseattle.

If you have any questions about our graphics, social media, or how to share your fundraiser reach out to Kayla Harris, Communications Specialist, at kayla@namiseattle.org.

Guide to Online Fundraising

People give because of your passion for the cause and for NAMI Seattle. Data shows that the single biggest reason people give to a charity is because they were asked by a family member or friend.

How to get attention

1. Use a personal picture in your post. People are more likely to read and donate when they see your shining eyes!
2. Share a story of how NAMI helped you, a family member, or a friend, and/or share why mental health is important to you and why you want to make an impact

How to build excitement

1. Use themed campaign materials provided by NAMI Seattle. Find social media graphics to download and use [here](#)
2. Set a fundraising goal: Have someone ready to make a donation as soon as you launch your fundraiser. People are more likely to give if they see others are donating.
3. Establish milestones: Tell people that when you reach a certain donation level you will share a special photo, music playlist, or other “exclusive” content from you
4. Set a challenge: Challenge your friends and family to either donate or share a video of them doing the challenge. The “Ice Bucket Challenge” is a famous example.
5. Try Adventure Fundraising: Use posts of you trying new things or going to new places to grab attention and make your fundraising ask stand out.