

# MOVE FOR MENTAL HEALTH

*FUNDRAISING TOOLKIT*




# ABOUT

## IMPACT SOCIETY

Today, youth are facing an unprecedented mental health crisis. Impact Society recognizes the urgency of the situation and is committed to equipping young individuals with the necessary social-emotional tools to help them achieve flourishing mental well-being. By doing so, we aim to get ahead of the curve, giving youth the resources they need to navigate the challenges they encounter.

Our Heroes programs, are designed to celebrate the unique gifts and abilities of each individual. These programs are rooted in evidence-based practices that empower young people to build confidence, nurture character, and foster integrity. Through these programs, we inspire youth to live their lives with purpose. By enhancing their capacity for resilience and honing various social-emotional learning factors, we are not only helping young individuals thrive personally but also expanding their ability to contribute to the betterment of society as a whole. Impact Society is dedicated to creating a future where the mental well-being of our youth is prioritized, and their potential is unlocked, leading to a brighter and healthier society for all.



**JOIN US IN  
MAKING A  
DIFFERENCE -  
ONE STEP AT A  
TIME.**

# OUR PROGRAMS

## HEROES<sup>®</sup>

### **INTENDED AUDIENCE AGES 11 - 15**

Heroes assists students in learning and living from their strengths, establishing a strong sense of identity and the ability to navigate life's challenges with confidence.



### **INTENDED AUDIENCE PARENTS & CAREGIVERS**

Heroes @ Home is an experiential workshop, bringing Heroes principles into the home, equipping parents/caregivers to use their strengths to support their child's strengths.

## HEROES<sup>2</sup>

### **INTENDED AUDIENCE AGES 12 - 16**

Heroes 2 is a natural progression from the Heroes program, enabling youth to live and lead from their strengths. Recommended for students who have completed Heroes.



### **INTENDED AUDIENCE INDIGENOUS YOUTH**

Heroes are Warriors is Heroes with Indigenous contextualization focusing on building the emotional, mental, physical and spiritual conscience of an individual.

# FUNDRAISING IDEAS

Ready to make a meaningful impact on society and promote a healthier workplace? Join Move for Mental Health this March and take a step towards positive change. By participating, you'll support youth mental health and show your commitment to a compassionate, inclusive society.

## **ONLINE FUNDRAISING**

Use your online fundraising link to send to your customers, staff and friends to raise funds for Impact Society.

## **DONATION JAR**

Set up a donation jar at the front of your establishment asking your customers to drop in a donation.

## **COLLECT CASH DONATIONS**

In a world with less cash than there used to be, you'd be surprised at how much you can raise!

## **HOST A CHARITY CLASS**

Host a charity exercise class and have all the fees from the class go to support Impact Society.

## **ORGANIZE AN EVENT**

Gather with friends, family, and community members to do an activity you love.

## **NEW IDEA**

We want you to take this campaign and make it your own! All ideas are welcome and appreciated.

## **HEALTHY COMPETITION**

Have multiple locations? See who can raise the money through the week. Don't have multiple locations, create some healthy competition between your employees instead.

# CAMPAIGN

## TIMELINE

### WEEK 1: PLANNING

Use this week to host your first meeting as a group to decide what you are going to do to raise funds. Divide tasks amongst the group and start working on planning.

### WEEK 2: COMMUNICATION

Use this week to communicate your fundraiser date. Consider putting up posters around your business/community, hand out home flyers, share in newsletters and on social media.

### WEEK 3: FUNDRAISING

Host your fundraising event. This could take form as a charity class, a internal competition, or whatever your team decides!

### WEEK 4: WRAP UP

Use the communication tools you used in week 2 to ensure you say thank you to everyone who supported your fundraising campaign. Be sure to let them know how much was raised and that it will make a significant impact in your community.



# COMMUNICATION PLANNING

There are many ways that you can communicate your fundraiser to your community. Think about your target audiences and how you can reach them.

## **SOCIAL MEDIA**

Your social media presence has power! Sharing your fundraising link and asking others to join you in supporting a cause you're passionate about can have a meaningful impact.

## **NEWSLETTERS**

Utilize your company's newsletters to let your community know that you will be hosting a fundraiser in support of Impact Society.

## TARGET AUDIENCES

- Customers
- Staff
- Suppliers
- Community Members

## **EMAIL**

Be sure to email your fellow colleagues, family, and friends so they know about your fundraising efforts. Don't forget to include your online fundraising link.

## **COMMUNITY BOARDS**

Have participants put up posters around the community asking others to help them fundraise. You can even add a QR code to link to your online fundraising page.



# SOCIAL MEDIA

## SAMPLES

There are many ways that you can communicate your fundraiser to your community. Think about your target audiences and how you can reach them.

### PRE-EVENT POST

Amplify your impact by sharing your fundraising link on social media and encourage others to join you in championing the mission of the Move for Mental Health initiative

### POST-EVENT POST

Be sure to email your circle of support so they know about your fundraising efforts. Don't forget to include your online fundraising link.

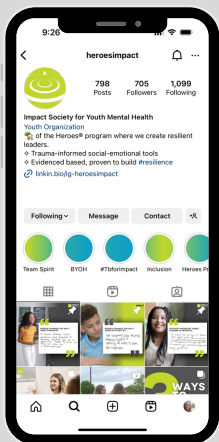
### DURING EVENT POST

Utilize newsletters to let your community know that you will be hosting a fundraiser in support of Impact Society.

### SAMPLE IMAGES

We have attached some sample images for you to use with your posts along with the toolkit.

[@IMPACTSOCIETY](#) | [#M4MH24](#)



## TIPS & TRICKS

- Add the online fundraising link to your social media bio.
- Use your stories daily. Post the link in your stories and share what you are doing to raise funds as much as possible.
- Share why you feel it is important for others to join your fundraising efforts.

# ONLINE FUNDRAISING

## Elevating Your Fundraiser

Creating your online fundraising page is easy. This guide will help you set up your page with just a few quick steps.

**STEP 1**  
Visit the [Move for Mental Heath website](#). Click **Start a Campaign** to begin.

**STEP 2**  
If you're new to fundraising for Impact Society, you'll need to create an account. If you already have one, simply log in.

**STEP 3**  
Choose **Individual** to create a personal page or **Team** if you're working as a business or larger group.

**STEP 4**  
Customize your fundraising page. Be sure to update the images, add a compelling story about your fundraiser and set your fundraising goal!

**STEP 5**  
Link your Classy page with your social media accounts for easy sharing. Be sure to use the hashtags: #M4MH24 #ImpactSociety

**STEP 6**  
Share your fundraising link. Email it to your friends and family and share it through your social media channels.

