



Charity reg no. 700788.



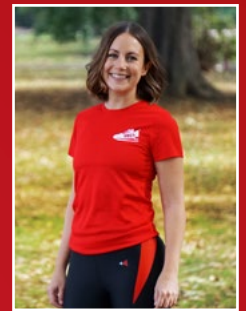
# Your Step-By-Step RED January Fundraising Guide.

#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 [nsmind.org.uk](https://nsmind.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 [nsmind.org.uk](https://nsmind.org.uk). There will be an option to set up a JustGiving page.

Registered but yet to set up a JustGiving page? Visit [justgiving.com](https://justgiving.com), click 'start fundraising,' select 'charity,' then type RED January 2020. Select this campaign and you're ready to create your page.

Any questions? Email the RED support team at [redregistrations@mind.org.uk](mailto:redregistrations@mind.org.uk). We're here to help you every step of your RED January journey.

# 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](http://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](http://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](https://mind.org.uk/resources).



- The image shows a full-page template for a Red January awareness card. It consists of several sections:
  - Left Flap:** A white rectangular flap with a dashed line indicating where to cut. It contains the text "THANK YOU" in large, bold, red letters.
  - Main Body:** A large white rectangular area. At the top, it says "Join RED January at" followed by "nsmind.org.uk" in red. Below this are two logos: the "RED JANUARY" logo (a red shoe icon) and the "mind For better mental health North Staffs" logo. To the right of these logos are the social media handles "@redjanuaryuk" and "#redjanuary".
  - Right Flap:** A large red rectangular flap. It features the text "LEAVE BY THE KETTLE" and "POP ON YOUR DESK" in white, bold, sans-serif font.
  - Glue Tabs:** There are four trapezoidal glue tabs, one on each side of the main body. Each tab is labeled "Glue here".The entire template is designed to be printed and assembled into a desk card.

LEAVE BY THE KETTLE

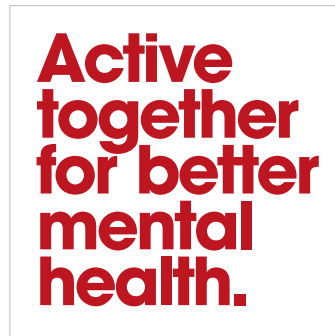
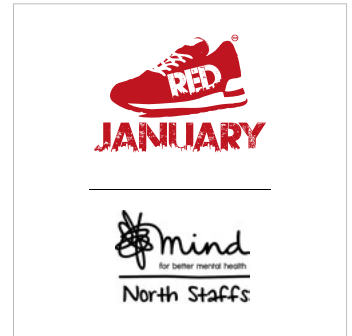
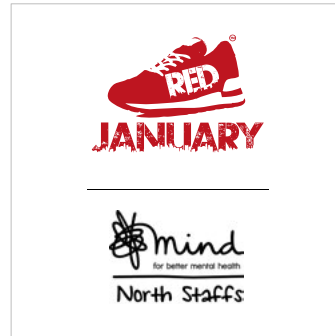
POP ON YOUR DESK



## 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



*mind*  
for better mental health  
North Staffs

Join RED January at  
[nsmind.org.uk](https://www.nsmind.org.uk)

@redjanuaryuk  
#redjanuary

Charity reg no. 700388



*mind*  
for better mental health  
North Staffs



## 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 [nsmind.org.uk](https://nsmind.org.uk)

@redjanuaryuk #redjanuary



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@redjanuaryuk #redjanuary

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- CHEER ON YOUR FRIENDS
- EVERY MILE COUNTS!



# Active together for better mental health.

**EVENT**

**DATE**

**TIME**