

Fundraising Top Tips!



Many thanks for signing up to **SAMH STOMP!**

Whether you are an experienced athlete or this is your first active challenge, you are well on your way to raising money for mental health support across Scotland.

Mental health affects thousands of people across Scotland, and by signing up to **SAMH STOMP** you are helping us reach even more people, wherever and whenever they need us.

Sponsorship – Ways to Fundraise

Sponsorship Forms

Sponsorship Forms are provided electronically by SAMH and can be downloaded on our website [here](#). Alternatively, you can email stomp@samh.org.uk.

JustGiving

You can fundraise online via JustGiving. Follow these quick and easy steps to get your page set-up:

1. Type www.justgiving.com/campaign/samhstomp2026 into your web browser search bar or scan the QR code below.
2. Click the “**Start Fundraising**” button
3. Login with an existing JustGiving account or create a new one
4. Personalise your page with your story and photos
5. Share your JustGiving page link with friends, family and colleagues and start fundraising!



JustGiving – Scan Me

www.samh.org.uk

SAMH is Scottish Action for Mental Health
SAMH is a company limited by guarantee, registered in Scotland No. 82340
Scottish Charity No. SC008897
Registered Office: Brunswick House, 51 Wilson Street, Glasgow, G11UZ



Fundraising – Top Tips

Self-Donate

Did you know, research shows supporters will raise more money if they kick-off their fundraising by giving themselves the first donation? It shows your donors that you are backing yourself and are serious about the challenge ahead! Often people don't know what an appropriate amount is to donate. The first few donations often set the expectation, so the higher the amount the better!

Share Your Story

Supporters are more likely to donate when they understand why a cause matters to you. Add a personal message to your JustGiving page explaining why you are supporting SAMH or taking part in SAMH STOMP. A genuine story can make a big difference and help inspire more people to donate.

Share Your Page

There is a direct link between the total number of social shares and the overall amount people raise online. Not every post has to be a direct ask for donations, Instead, update your friends and family with an inspiring update, a countdown, or information about your training. Remind them what you are doing and why! Don't forget to tag SAMH!

Facebook - facebook.com/SAMHmentalhealth

Instagram – Instagram.com/samhscotland

LinkedIn - linkedin.com/company/samh/

Get Creative with Fundraising

Add a fun twist! Encourage donations by letting supporters choose a song for your challenge playlist – “Donate £5 and pick a song for me to listen to on my **SAMH STOMP playlist!**” Give your friends, family and colleagues an exciting reason to contribute!

Collecting Cash

As a token of goodwill, we recommend you kindly ask cash sponsors for payment as soon as possible - this will save you lots of time chasing payments once you complete the run.

Gift Aid

Remind any sponsors who are Taxpayers they can opt in for Gift Aid, allowing us to reclaim an additional 25p from every £1 raised!

The **SAMH STOMP** Event Team are here to support you throughout your fundraising journey, every step of the way! Please do not hesitate to contact us any time on stomp@samh.org.uk.

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