

# **VIRTUAL FUNDRAISING TOOLKIT**

The way we fundraise has changed due to coronavirus, but you can still make a difference for Scotland's mental health.



**#StepUp  
ForSAMH**

SAMH needs your help more than ever. Help us support the mental health of people who need us the most.

This guide contains lots of ideas for virtual and at home fundraising to help you get off to the best start.

**No matter what you're doing, we'd love to hear from you!  
Keep us in the loop at [fundraising@samh.org.uk](mailto:fundraising@samh.org.uk).**

**You can also join the conversation on social media using  
#StepUpForSAMH.**





## IDEAS FOR VIRTUAL AND AT HOME FUNDRAISING

Here are some of our favourite virtual fundraising ideas. They're inspired by our Five Ways to Wellbeing advice, so you can take care of your own mental health while you transform the lives of people all across Scotland!

**Got your idea already? Let us know: [fundraising@samh.org.uk](mailto:fundraising@samh.org.uk).**

### CONNECT

*Staying in touch with loved ones can make us feel happier and more secure; and often just having a chat can help to lift our mood.*

#### Coffee Morning

Social distancing doesn't mean you can't still connect! Put the kettle on and set up a virtual coffee date with your friends over your favourite video call service like [Zoom](#), [WhatsApp](#), or [Facebook Messenger](#). You could even add a bake-off element to your catch up. With a virtual bake off you get the fun of baking, seeing others creations, and voting for the winner without having to give up your own creation. Talk about having your banana bread and eating it too! Ask for donations to the value of a coffee or tea and embrace this opportunity to connect with your loved ones!

#### Quiz time

Are you missing the chance to connect with your friends? Why not gather your A-Team and take the fun online! Nominate a quiz master or each create your own round. Set up a fundraising page such as [Just Giving](#), and ask your friends to donate to join in. There are lots of tools you can use including [Kahoot](#) or [Mentimeter](#). You could even include some mental health related questions like these ones from the [Time to Change](#) information.

#### Gaming marathon

Why not channel the wonderful world of gaming to transform lives? For many of us, gaming is how we relax, socialise, and connect with our community. Stream your gaming on [Twitch](#) as you set yourself an epic challenge and ask your friends and family to sponsor you. The quirkier and more original the better, and remember to spread the word far and wide!

## BE ACTIVE

*Being active isn't just good for our physical health; it's also proven to have a positive effect on our mental health and wellbeing. Setting a challenge is also a great way to fundraise.*

### Step by step challenge

Challenge yourself to reach 10,000 steps in the most creative way you can think of from inside your home. It might be squat jumps for the fitness fanatic, showing off those sweet dance moves, or marching on the spot while you make dinner. Share a photo or video of yourself taking part, and challenge your friends and family to sponsor you or do the same!

### Virtual relay

So long as we follow social distancing rules, the outdoors isn't out of bounds. Why not join forces with friends or your running group to run a social distancing relay? In teams of 2-4, individually run your own 5K and record your time using a fitness tracker like [Strava](#). Donate to take part, record each team's collective time, and see how all the teams fair against each other. This is perfect for those of you who love a bit of friendly competition!

### Let's get physical

Keep fit while transforming lives with a fun physical challenge. It could be anything from cycling the length of the John Muir way on a stationary bike, climbing Ben Nevis (22,500 stairs) on your staircase, to doing 100 press ups a day for SAMH. Dream up a challenge, ask your friends and family for sponsorship, and keep everyone updated. You could even live stream your challenge on [Facebook](#) or tag and challenge your friends to attempt it too!

### #STEPUPFORSAMH: ROSS

Ross took on the challenge of climbing three Munros from home on his staircase to fundraise for SAMH.

He chose three of Scotland's most iconic mountains: Liathach, The Saddle and Ben Nevis. The trio have a combined height of 10,188 feet. Ben Nevis alone stands at 4,413 in altitude as Scotland's highest peak - that's over three times the height of the Empire State Building!

Ahead of the challenge, Ross said "While I'd love to be out in the mountains for real, taking on this kind of challenge is the next best thing and will raise money at a vital time for SAMH."



## TAKE NOTICE

*Whether you're spending time with friends or taking a moment for yourself, try to stop to take notice and live in the present.*

### Mindfulness scavenger hunt bingo

Use one of our mindfulness scavenger hunt bingo cards and get your family and friends involved. These lists have common sights you may see in your home or when out and about. By taking the time to look out for different items, you can also help yourself stay more in the moment, which is great for your mental wellbeing. Encourage your friends and family to take part, getting them to take photos of all the items they see and the household with the most finds, wins! Set up a [fundraising page](#) and ask your friends to donate to enter.

Download your bingo card by clicking the images below.

**MINDFULNESS SCAVENGER HUNT**

This scavenger hunt includes common sights you may see in your home or when out and about. By taking the time to look out for different items, you can also help yourself stay more in the moment, which is great for your mental wellbeing. Encourage your friends and family to take part, and take photos of all the items you see. The household with the most finds, wins!

<input type="checkbox"/> Green door	<input type="checkbox"/> Drawing of a rainbow
<input type="checkbox"/> Pedestrian crossing	<input type="checkbox"/> Butterfly
<input type="checkbox"/> Bicycle	<input type="checkbox"/> Blue car
<input type="checkbox"/> Cat	<input type="checkbox"/> Wooden fence
<input type="checkbox"/> Bee	<input type="checkbox"/> Bird house
<input type="checkbox"/> Puddle	<input type="checkbox"/> Bus
<input type="checkbox"/> Road cone	<input type="checkbox"/> Chalk drawing
<input type="checkbox"/> Flying flock of birds	<input type="checkbox"/> Mushroom
<input type="checkbox"/> Bird feather	<input type="checkbox"/> Squirrel
<input type="checkbox"/> Garden gnome	<input type="checkbox"/> Flowing water, like a loch or water fountain

SAMH is the Scottish Association for Mental Health | Scottish Charity No. SC-008887 | Registered Office: Brunswick House, 50 Wilson Street, Glasgow, G2 6JZ

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Get the [SAMH scavenger hunt](#)

or [create your own](#)

### Declutter and donate

Do you have a cupboard in your house that you prefer to pretend doesn't exist? Maybe it's filled with old toys, electronics, home wares, unwanted gifts or clothes you no longer wear. Why not spring clean for SAMH? Sell unwanted items on [Ziffit](#), and donate the proceeds to SAMH. It's just like having your own home charity shop! Make sure all the items have been really well sanitised before you send them to their new homes. Remember to always put your health and the health of others first.

## LEARN

*Learning enhances your self-esteem and confidence, and can be a great way to meet new people.*

### **Release your inner teacher!**

Got a skill you think your friends and family would love to learn? Why not host a live session on [Facebook](#), [Instagram](#) or [Zoom](#)? Ask for a donation to teach them a new craft, hobby, or skill that might help them get through these difficult times in the best way possible. From drawing, to dancing, to knitting to tips and tricks to make the best banana bread, anything is possible!

### **Host a digital dinner party**

Are you missing catching up with your friends over a bite to eat? Why not host a virtual dinner party. Invite your friends, circulate the recipe, pick the playlist, and hop on to [Zoom](#) to share your dinner together. You could even ask your friends to donate what they might have spent on a meal out.

### **Cyberspace clubs**

Whether it's your sports club, choir class, photography lessons, book group, yoga class, or crafting collective – reconnect with your club and bring your meet-up online. Use video platforms like [Zoom](#) to hold your normal gatherings from the comfort of home. If your class or group is already holding virtual sessions, why not ask if you can hold a special meet-up themed around mental health awareness? You could ask people to share what is helping them during these difficult times and share information. You could ask them to donate what they might have spent on class fees or drinks and snacks to SAMH.



**#StepUp  
ForSAMH**

**We've created some social media images to help you to promote your #StepUpForSAMH challenge. You can download these from our website [here](#).**

## GIVE

*Giving can be very rewarding – in fact those who report a greater interest in helping others are more likely to rate themselves as happy.*

### Be a SAMH Champion

We all have mental health and helping raise awareness or starting conversations can help us reduce the stigma. Use your social networks to start the conversation about mental health to help us raise awareness. You could find a quote about mental health that means something to you; pick one of the [stories](#) from the SAMH website to share; or tell people about your own experiences tagging us in the post. Add a donate button to your Facebook post and ask your friends to show their support for Scotland's mental health. You could even start it off with a donation of your own to get the ball rolling. Check out the toolkit further on in this guide for details on resources you can share.

### Virtual concert

Music is a great way to help people feel a little more connected during these difficult times. Why not take your talent to a [Facebook](#) livestream, in a mini home concert for all your friends and family. You can add a donate button to the stream and ask your viewers to support Scotland's mental health in return for your performance. Remember to share your reasons for supporting SAMH in between songs so everyone knows just how important mental health is to you.

### Stay-at-home savings

For some of us, changes to our routine has meant a few small savings. Maybe it's your morning coffee or your commute to work. Whatever it is, consider donating it to SAMH and encourage your friends and family to do the same. [Make a donation today.](#)

**Whatever you decide to do, we'd love to support you. Get in touch at [fundraising@samh.org.uk](mailto:fundraising@samh.org.uk)**

### STEPHANIE'S SAMH STORY

"I wanted to be a doctor until I was 14. You change your mind so much, but that's what I wanted to be when I was younger – that was what I was going to do.

"Then I got put into care, and the mental health services were really, really appalling, and the support I got was next to nothing. So I've been there, and I just think that things need to change and I'm going to be a part of that."

[Read Stephanie's story here.](#)







## TOOLS FOR FUNDRAISING

We've put together everything you need to know about the tools available to you to make your virtual and at home fundraising a success.

**Got questions? We'd love a chat, email [fundraising@samh.org.uk](mailto:fundraising@samh.org.uk).**

## HELPFUL RESOURCES

Here is some information which might be useful when you're sharing information about SAMH and raising awareness of mental health problems and good mental health.

### About SAMH

SAMH is the Scottish Mental Health Association. Around since 1923, SAMH currently operates over 60 services in communities across Scotland providing mental health social care support, addictions and employment services, among others.

These services together with national programme work in See Me, respectme, suicide prevention, physical activity and sport; inform SAMH's policy and campaign work to influence positive social change.

### SAMH Information Service:

Got a question about mental health? We can help. The SAMH Information Service provides information and support on mental health. Whether you're seeking support, are looking for more information for you or someone you love, or just want to have chat about mental health, we're here. Our team are available Mon-Fri, 9am - 6pm (except on Bank Holidays) on 0344 800 0550 or [info@samh.org.uk](mailto:info@samh.org.uk).

Please note, the Info Service is not a crisis or listening service. If you need to help urgently, there are a number of organisations like Samaritans, Breathing Space and Shout! that can help. Please seek out support via [samh.org.uk/seekingsupport](https://samh.org.uk/seekingsupport). Calls charged at local rates, charges from mobile telephones vary considerably.

### About mental health

We all have mental health. Whether you're living with a mental health problem or supporting someone who is, accessing information about a condition is vital.

[Find out more here.](#)

### Coronavirus mental health information

We've created a dedicated online information hub, providing advice and information on protecting your mental health during these difficult times.

[Find out more here.](#)

## SOCIAL MEDIA AND YOUR FUNDRAISING

*Social media is a great way to spread the word about your activities and to raise awareness of mental health conditions.*

**Share your fundraiser with the tag  
#StepUpForSAMH and tag SAMH**



[@SAMHmentalhealth](#)



[@SAMHtweets](#)



[@samhscotland](#)

**DOWNLOAD  
A RANGE OF  
SOCIAL MEDIA  
IMAGES HERE**

### Facebook Fundraisers

It's never been easier to share your fundraising with your friends thanks to Facebook Fundraisers. Tell your followers everything they need to know about your activities – the more people know about what you're doing and why you're doing it, the more likely it is that you'll get the donations you deserve.

[Set up your Facebook Fundraiser for SAMH here](#)

### Top tips for getting the best out of fundraising on Facebook

#### Your Fundraiser page

- Edit your pages text – let everyone know what you're doing and why.
- Upload your own image to give your page its own personal touch.
- Share, share, and share again. Post updates and keep your fundraiser alive!

#### Posts

- Keep people updated on your fundraising with frequent posts as you countdown to and after your event.
- Keep in mind who can see your posts – if your security settings for your posts is just marked for friends, we won't be able to see your posts.
- Tag SAMH so we can thank you!

**Top Tip: If you use an alternative name on Facebook, let us know so we can thank you.**





## ONLINE FUNDRAISING PAGES

*It's really easy to create an online fundraising page. It takes just a few minutes to set up and allows you to easily collect sponsorship for your fundraising event or challenge. The online page is just like a paper sponsorship form, except you don't have to spend time collecting cash and cheques. The money is sent directly to us, making things much easier for you.*

### **What site to use:**

There are many fundraising websites, but these are two we're registered with. You can set up your page linked to us and they will even reclaim Gift Aid for any eligible donations on our behalf. They have different fees and offer different options – please use whichever site you prefer. Choose your fundraising page by clicking the circles below. Once you've made your choice, use our how-to guide on the next page to get the most out of your fundraising.

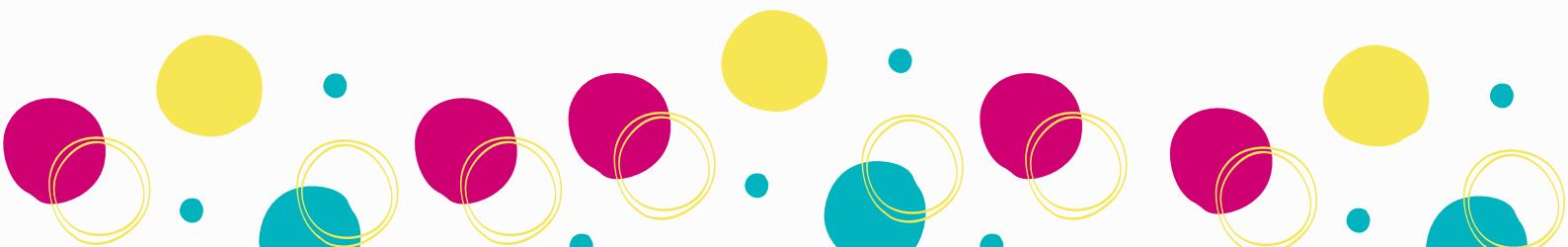


**SET UP A  
JUST GIVING  
PAGE HERE**



**SET UP A  
VIRGIN MONEY  
GIVING PAGE  
HERE**

**Top Tip:** Send your page to your number one cheerleader first! Maybe it's your mum or dad, your sibling, partner, best friend, or that mate who likes all your photos. Having a donation before you share it with the masses increases your chances of getting more donations.



## HOW TO SET UP YOUR FUNDRAISING PAGE





## PAYING IN YOUR FUNDS

*Congratulations on raising vital funds for SAMH! We really want you to know how much your support means. THANK YOU!*

The money you have raised will help to fund vital services, promote positive mental health and deliver positive change for Scotland's mental health. Here are some options to pay in your funds below. If you have any questions, please get in touch at [fundraising@samh.org.uk](mailto:fundraising@samh.org.uk).

### **Donate online**

You can donate via our website [here](#). Simply select 'Make a single gift', input the donation value in the far right box, and follow the steps. Remember to include a description of your fundraising so we know it's you!

**Top Tip: If you are a UK tax payer, you can tick the gift aid box and SAMH can reclaim 25p on every £1 you donate. Make sure you only do this if it is a personal donation, and not monies collected from others as part of your fundraising.**

### **Pay by bank transfer**

You can pay your money directly into our bank account. Get in touch with [fundraising@samh.org.uk](mailto:fundraising@samh.org.uk) for all the details.

### **Matched Giving**

Does your employer offer any fundraising incentive to employees? Some organisations offer to boost your fundraising through a match giving scheme that will double or match the amount raised.

**ON BEHALF OF EVERYONE AT SAMH,  
THANK YOU FOR YOUR GENEROUS SUPPORT!**





## **YOU'RE NOT ALONE. WE'RE HERE TO HELP.**

The SAMH Information Service provides information and support on mental health. Whether you're seeking support, are looking for more information for you or someone you love, or if you just want to have a chat about mental health, we're here.

### **Talk to the SAMH Information Team**

- 0344 800 0550 – open 9am-6pm, Monday to Friday (except Bank Holidays). Calls charged at local rates, charges from mobile telephones vary considerably. If you need to speak to someone urgently, or require a listening or crisis service, please seek support [here](#).
- [info@samh.org.uk](mailto:info@samh.org.uk)

### **Coronavirus Hub**

SAMH has a dedicated [coronavirus information hub](#) which has information and guidance to help protect mental health during covid-19.

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