Channel	Copy	Notes for supporters
Instagram/Facebook post Caption	"💥 I'm taking on a fundraising challenge for Mind, the mental health charity! 💥 Please join me by donating to my fundraising page today, linked in my bio. Let's make a difference and make mental health a priority. 💙 #TeamMind" "Did you know that 1 in 4 of us will experience a mental health problem every year? That's why I'm taking on a fundraising challenge for Mind. Donate today using the link in my bio! Together, we can make a difference 🛡️" "There's still time to donate to my fundraising challenge! ⏰ Your support will help me hit my fundraising target, meaning Mind can be there for everyone experiencing a mental health problem. Donate today using the link in my bio 💙"	Sharing your fundraising on social media is one of the best ways to spread the word about your challenge! Use these handy captions to attract attention and inspire even more donations. Top tip: the most you post about your event, the more engagement you'll get so use as many of these captions as you like!
Instagram/Facebook story	I'm doing [insert fundraising activity] for @mindcharity! Any donations to my fundraising page would be very appreciated! *[use the link button to connect your fundraising page]* _____ Thank you to everyone who has already donated to my fundraising page for @mindcharity – follow the link if you'd like to donate too! *[use the link button to connect your fundraising page]*	You can now directly link to your fundraising page on stories – making it even easier for your friends & family to support you. Regular updates amongst your normal content won't feel like you're

	Check out my fundraising for @mindcharity and see what I'm up to *[use the link button to connect your fundraising page]*	bombarding your network whilst keeping your fundraising efforts fresh in their minds Tip: search 'Mind charity' in GIFs
WhatsApp group	Hi [name/group name], I hope its okay to interrupt our usual chat with something I'm doing for Mind, the mental health charity. You might know, [I have experienced mental health problems/my close family/friends have experienced mental health problems] so this charity means a lot to me, which is why I've decided to take on [insert the fundraising activity you've taken on] I'd be so grateful for any donation you can give to help me make a difference for mental health – you can donate to my fundraising page here [Just Giving link]. Thanks so much!	
WhatsApp individual/SMS	**Confident version** Hi [name/group name], You might know, [I have experienced mental health problems/my close family/friends have experienced mental health problems] which is why I've decided to take on [insert the fundraising activity you've taken on] for Mind, the mental health charity. I'd be so grateful for any donation you can give to help me make a difference for mental health – you can donate to my fundraising page here [Just Giving link]. Thanks so much! **Soft version** Hi [name], I hope its okay to send you this – it's a bit out of my comfort zone but a cause I deeply care about. I'm fundraising for Mind, the mental health charity. You might know, [I have experienced mental health problems/my close family/friends have experienced mental health problems] so this charity means a lot to me, which is why I've decided to take on [insert the fundraising activity you've taken on]	

	I'd be so grateful for any donation you can give to help me make a difference for mental health – you can donate to my fundraising page here [Just Giving link]. Completely understand if that's not possible at this time and appreciate you & your support either way <3 Thanks so much!	
Email to work	Hi team, Today I'm reaching out about something a bit different/personal/exciting I'm taking on a fundraising challenge for Mind, the mental health charity! I'll be walking 10k steps a day/streaming for 23 hours/walking for 10km on day/month. It's a big challenge and I'm feeling xxx about it. 1 in 4 people in any given year will experience a mental health problem – but so many don't get the support they need, or even reach out for help. No one should have to face a mental health problem alone. You might know, mental health is especially close to my heart – I have experienced a mental health problem/ I've seen the impact of mental health problems close up. So it means a lot to me to take on this challenge. Every penny I raise through my challenge will help Mind fight for mental health. They provide life changing support and advice through their Infoline, 24/7 peer support through their Side by Side service, and campaign for change to unfair and outdated systems. I know times are tough at the moment but anything you could give to support my challenge will make a huge difference. Just £10 could answer one enquiry to Mind's Infoline, giving hope and relief to someone just when they need it most.	Email is a great way to share your fundraiser. It gives a bit more space to share why your challenge matters to you. If you feel able to, share what's personally motivating you to take part in a fundraiser

| | If you can support, please find my fundraising page here > link

Thank you so much,

Your name | |