

Promoting your event – how we can help

Social media:

Social media is the bread and butter digital campaigning, so it's important that you have a presence online to maximise awareness and potential donations. We can provide you with social media resources that will contribute to promoting your event, such as:

- Twitter and Facebook profile picture banners
- Promotional graphic and short text description
- Promotional cover photo for Twitter/Facebook
- Bio on our social media pages with a link to your fundraising page

Social media fundraising text:

You can copy and personalise the below piece of text as a guideline for writing an initial social media post about your fundraising event – but don't stop there! Make sure you post regularly about your event, share with as many people as possible and tag us so we can support you too.

"On [date of event] I will be [description of event] in aid of Mind in Salford. Mind in Salford are a small, independent charity that provide crucial community support and strive reduce mental health stigma in Salford.

I have chosen to fundraise for Mind in Salford because [personal reason].

Without the work of Mind in Salford, many people would miss out on support and be left to battle complex mental health issues without a voice to represent them. As well as this, the organisation provides expert advice to those struggling with debt, and deliver wellbeing training that helps individuals and business lead mentally healthy lives.

The money raised will go directly to the charity, and help make a positive difference to the mental health and wellbeing of Salford communities.

We all have mental health, so please support my cause and donate what you can - your money will make a huge difference."

Social media top tips:

- Be seen - utilise as many social media platforms as possible to maximise the reach of your message.
- Be visual – Use images and video if possible in your promotion.
- Tag and hashtag – Identify key stakeholders that might donate and/or help to promote your event and be sure to tag them in Facebook, Twitter and Instagram posts so they

are more likely to take notice. You could also start a hashtag that helps to make your event recognisable and shareable.

- Tell your story – *What* you are doing is only half the story; by telling people *why* you are fundraising, it will give some context to your event, and help people to identify with the values and mission of Mind in Salford.

Website:

Bio on our website:

Our dedicated fundraising section is a practical platform from which to tell your story. Write us a bit about yourself and we will publish it online, with instructions on how people can donate you're your cause. By having a presence on our website, it enhances your fundraising legitimacy and allows you to direct supporters to a place where they can learn more about our charitable aims and activities.

News stories:

We like to publicise the work of our fundraisers not only as a way of saying thank you, but also with the hope of inspiring others to take on challenges in the future. We love hearing fundraiser's stories and could even turn it in to a written, video or audio piece to circulate online.

Physical:

Copy of our fundraising pack for fundraising tips:

Our fundraising pack gives you an overview of fundraising with Mind in Salford, explaining how to get started, fundraising ideas and useful contacts.

Posters to encourage donations to put up at work/educational institution:

Work, college or university are ideal places to promote your event. We'll help you get some posters and sponsorship forms together to help spread the word!

Other:

Help with contacting local media agencies and writing press releases:

Contacting media outlets helps to spread the word by promoting your efforts outside of your immediate circle of friends and family on social media. Local news websites, radio stations and magazines/newspapers are easily accessible and often keen to tell a positive news story – especially if you are doing something a little bit different!

Attached is a list of media contacts in the Salford area that might be helpful.