

Have you got a birthday coming up soon, and you're not sure how to celebrate? Why not ask your friends and family to donate the money they would have spent celebrating with you, and help us to transform the state of student mental health?

# Birthday Fundraiser

## Here's what to do:

### 1. If you've got a Facebook account, go to the [birthday fundraisers page](#)

- Pick Student Minds as your charity
- Follow the steps it takes you through to set up a page. It will ask you how much you want to raise, when the fundraiser will last until. We're challenging you to raise £150.
- Add a description for your page that lets people know why you are supporting Student Minds. Please see below for draft copy if you're stuck.
- Invite your friends and family.

### If you're not a Facebook user, you can up a [Virgin Money Giving page linked to our Coronavirus Resilience Appeal](#) instead

- Add a description for your page that lets people know why you are supporting Student Minds. Again, please see below for draft copy if you're stuck.
- We're challenging you to set a fundraising target of £150

### 2. Reach out to people and ask them to donate

- We've written a few template posts below if you're stuck.
- Whilst you should be sensitive to the fact that some people will have financial concerns at the moment and won't be able to donate, there will be others who are spending less on socialising and commuting and therefore will be feeling more able to be generous at the moment.
- Don't forget to add a link to your donation page!

### 3. Let us know how it went

We'd love to hear about your event, so please email [fundraising@studentminds.org.uk](mailto:fundraising@studentminds.org.uk) or use the hashtag [#TeamStudentMinds](#) on social media to let us know how it went. We'll share our favourite stories on our platforms!

# Promote your event – templates

## Online Fundraising Page Description

On *[Sunday 12th April]* I will be celebrating my *[21st]* birthday. As I won't be able to celebrate with you all in person, I've decided to do something slightly different this year and set up a fundraiser in aid of Student Minds! Student Minds empowers students and members of the university community to look after their own mental health, support those around them and create change. I've chosen to support them because *[it's a cause that's close to my heart and with many of their fundraising events being cancelled recently, I want to help them to keep their work going]*.

I'm aiming to raise at least £150. I'd be extremely grateful for any donation you are able to give!

Thank you!

## Tweet

I've set up a Birthday Fundraiser in aid of @StudentMindsOrg to celebrate my birthday on *[Sunday 12th April]*! Please support me in helping them to transform the state of student mental health. Donate and find out more at: *[link]*.

## WhatsApp Message

Hey everyone!

You may know that *[Sunday 12th April]* it's my *[21st]* birthday! As I can't celebrate with you in person this year, I've decided to set up a birthday fundraiser in aid of Student Minds instead. Student Minds empowers students and members of the university community to look after their own mental health, support those around them and create change. I would really appreciate any donations you are able to make. The link is *[link]*. Thank you!