student minds

Craft Challenge

Here's what to do:

1. Plan the logistics
- What are you going to make?
- Will you set a price, or ask people to donate whatever they can give?
- Are you going to set a limit on the number of things you will make?
- Is it safe for you to send the items via post at the moment? If you don't already have packaging and stamps, and there isn't a postbox within walking distance of your house, please wait until restrictions ease to send the items.
- Alternatively, you could do digital drawings that can be sent online!

2. Set up a Virgin Money Giving page linked to our Coronavirus Resilience Appeal for your supporters to donate to
We're challenging you to set a fundraising target of £150 overall.

3. Promote what you are doing far and wide!
- 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.
- You should also include a couple of pictures of things you've made in the past to inspire people.

4. Enjoy!
Above all, this is meant to be a chance to have fun and spend time focusing on your hobbies.

5. Let us know how it went
We'd love to hear about your fundraising, so please email fundraising@studentminds.org.uk to let us know! We'd love to see some pictures of what you make.

Promote your event – templates

Facebook Post

I have decided to raise money for Student Minds by *[spending more time on my favourite activity - knitting scarves]*. Each scarf will cost *[£10]*, which will all be donated to Student Minds. Please see below for pictures of ones I've made in the past!

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'm particularly keen to support them]*.

Please let me know if you'd like one - you even pick the colour! I'll be collecting donations at *[virginmoneygiving.org.uk/myfundraiser]*. I'm aiming to raise at least £150 and I would be extremely grateful for your support.

Thank you!

Tweet

I'm *[knitting scarves]* to raise money for @StudentMindsOrg! Please join me in helping them to transform the state of student mental health. Find out how you can get one at *[virginmoneygiving.org.uk/myfundraiser]*.

WhatsApp Message

Hey everyone!

I have decided to raise money for Student Minds by *[spending more time on my favourite activity - knitting scarves]*. Each scarf will cost *[£10]*, which will all be donated to Student Minds. See below for pictures of ones I've made in the past! Student Minds empowers students and members of the university community to look after their own mental health, support those around them and create change. If you'd like one, please let me know! Even if you can't, I would really appreciate any donations you are able to make at *[virginmoneygiving.org.uk/myfundraiser]*. Thank you!

Description for your online fundraising page

I have decided to raise money for Student Minds by *[spending more time on my favourite activity - knitting scarves]*. Each scarf will cost *[£10]*, which will all be donated to 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'm particularly keen to support them]*.

Please let me know if you'd like one - you even pick the colour!

Thank you!