

# Boost your fundraising with social media

Rethink  
Mental  
Illness

## *A complete guide*

**Welcome, you're now officially part of our fundraising family.**

**But what next?**

Aside from training or preparing for your event, it's time to start fundraising.

Whether you have 50 or 50,000 followers, **social media is the place to keep people updated on your fundraising journey!**

This document will provide you with all the tools you need to utilise your social media networks so that you smash your fundraising target.

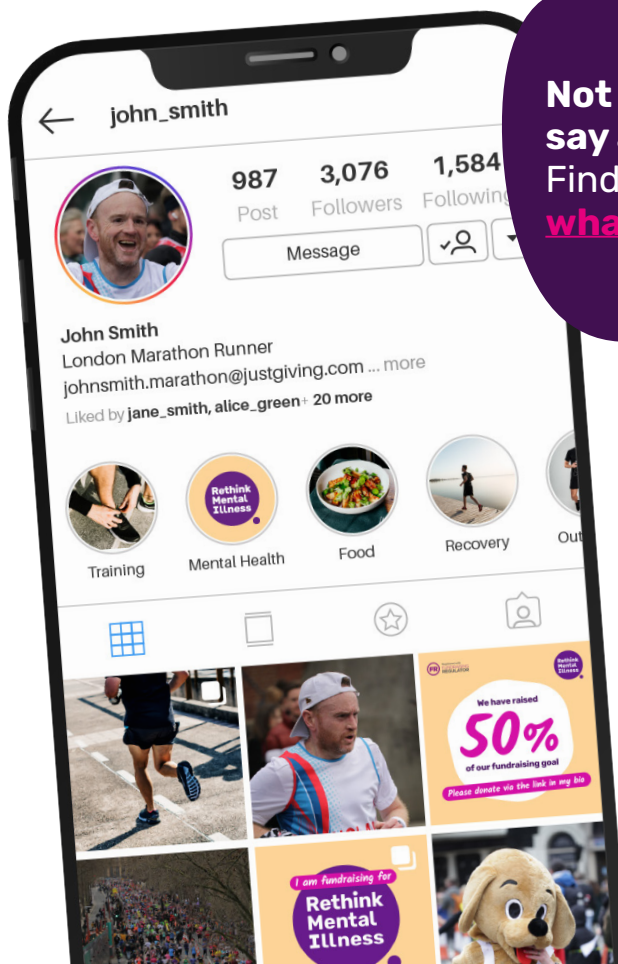
We have plenty of resources to help your fundraising so please get in touch via email: [\*\*events@rethink.org\*\*](mailto:events@rethink.org)



## 1. Share the news

Once you have **set up your fundraising page**, it's time to share the news with your followers and begin to ask for donations!

Be as personal as you feel comfortable with. We recommend this is where you explain why the Rethink Mental Illness cause is important to you.



**Not sure what to say about our work?**  
Find out more about **what we do.**

## 2. Take people on your journey

All you need is a phone to put together a couple of film clips to share with your followers. Whether you're running, cycling, walking or even baking! Talk about what you're doing and why you're fundraising.

**If you are a filming newbie, here's some tips on how to create the best videos on your phone:**



It's usually best to **film in portrait** (phone standing up).



For social media, snappy videos are best. Try to keep them **no longer than a minute.**



Talk to the camera like you are talking to a friend. **Be expressive and engaging.**



Try to talk about how what you are doing is **helping with your own mental health.**



People may be more likely to donate if you **show them that the training journey isn't always easy** and how you are managing it.

### 3. Keep people updated

**Keep your followers up to date** with your fundraising journey. Everytime you hit a milestone, for example 50% towards your fundraising goal, let people know.







**Give them every opportunity possible to help you on your journey.**



### 4. Tag Rethink

**Tag our Rethink social media handles** and we'll do our best to engage with your content! We have hundreds of people tagging us in things every day, so we can't promise we'll always see your post, but we'll do our best!

**Not sure of our social media handles?**

-  Facebook: @RethinkMentalIllness
-  Instagram: @rethinkmentalillness
-  TikTok: @rethinkmentalillness
-  LinkedIn: Rethink Mental Illness
-  Bluesky: @rethinkcharity.bsky.social
-  YouTube: @rethink

**Most of all,**

***Thank You***

Any and every fundraising effort enables us to support more people severely affected by mental illness. For that, we are **eternally grateful.**



# Rethink Mental Illness

We are the charity for  
people severely affected  
by mental illness, no matter  
what they're going through.

For further information  
on Rethink Mental Illness

Phone: **0121 522 7007**

Email: **[info@rethink.org](mailto:info@rethink.org)**

**rethink.org**



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