

**Mental Health Month Fundraiser**

# **Be Seen in Green**

**Fundraising Toolkit**

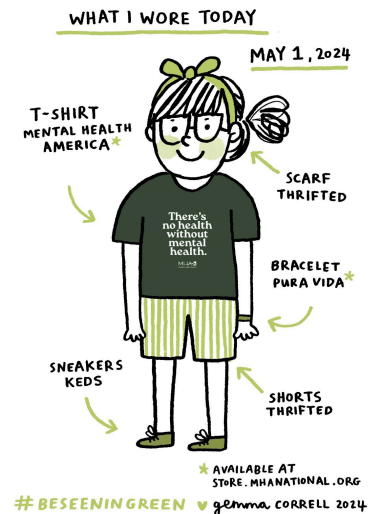
# Be Seen in Green- Fundraiser Toolkit

*In Support of Mental Health Month for Mental Health America*

## Introduction

Thank you for your commitment to promoting mental health awareness and supporting the critical work of Mental Health America (MHA). Mental health impacts everyone, and through your leadership and fundraising efforts, you are helping to bring awareness and provide vital resources to those in need.

This toolkit was designed to help you lead impactful fundraisers and events that reflect your commitment to mental health awareness. All funds raised through your **Be Seen in Green** campaign will directly support Mental Health America's mission to advance mental health and well-being for all people.



## About Mental Health America

Mental Health America advances the mental health and well-being of all people living in the U.S. through public education, research, advocacy and public policy, and direct service. Mental Health Awareness Month, observed in May, was founded in 1949 by Mental Health America, to raise awareness and educate the public about mental illness.

## About **Be Seen in Green**:

This Mental Health Month, turn your awareness into action by participating in Mental Health America's **Be Seen in Green** fundraiser. Join us in supporting MHA's mission to make mental health a priority for all, ensuring everyone gets the care and support they need.

MHA's *Be Seen in Green* is an emerging fundraising initiative launched during Mental Health Awareness Month (founded by MHA in 1949). This fundraising event brings together communities across the nation through awareness and action.

## ♥ Why Green?

Green is the official color of mental health awareness, symbolizing hope, renewal, and strength. Wearing green isn't just a statement—**it's a call to action.**

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## How your fundraising supports Mental Health America

♥ **\$25** -connects 20 people to our free, confidential mental health screenings — helping them explore their mental health and connect with personalized information and resources.

♥ **\$50** -ensures 40 individuals can access tools and resources, like our expert-led webinars, that support their mental well-being.

♥ **\$100** -reaches 2,000 people with essential mental health public education materials— supporting awareness, prevention, and early intervention.

♥ **\$500** -supports the professional growth of a nationally-recognized youth mental health leader for six months, empowering them to advocate for change and provide vital support to their peers.

*The need is greater than ever; over 500,000 life-saving screens are taken monthly at [mhascreening.org](https://mhascreening.org) by help-seeking individuals, who are then directly connected with resources to support their mental health journey. With your support, we can continue to provide these life-changing resources.*

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## How can you get involved in Be Seen in Green?

1. **Sign Up & Choose your date:** Pick any date in May! (*See our easy step-by-step guide below to sign up & create your fundraising page*)
2. **Set your goal:** Aim for a personal or team goal – Every donation matters!
3. **Choose an activity & Be Seen in Green:** Choose a fundraising activity, like a walk-a-thon, a pickleball tournament, or a bake sale. Share your pics on social media and tag us!
4. **Spread the word:** Use this fundraising toolkit and our Mental Health Month action guide as resources to share your participation and reach out to friends, family, and coworkers via social media, email, and more.
5. **Celebrate:** Hit your target and celebrate the difference you've made.

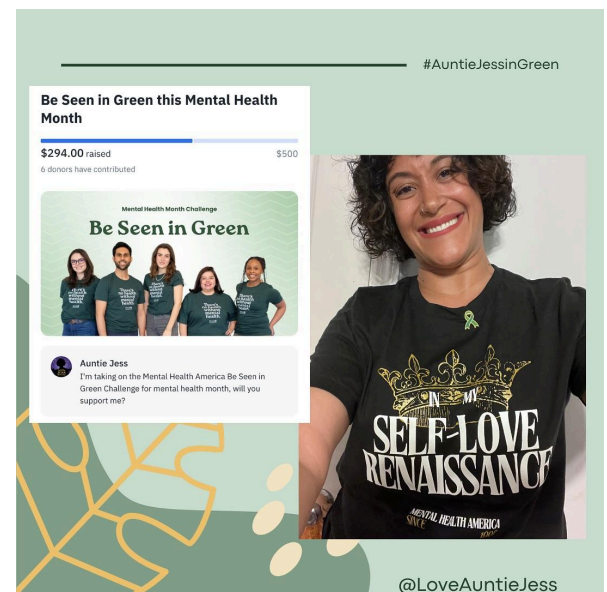
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## How to sign up & create a fundraising page

Follow these steps to create your personal fundraising page for your event:

1. Go to:  
<https://mhanational.org/be-seen-in-green/>
2. Select **“Start a Fundraiser”**
3. Add a team name and photo
4. Set a fundraising goal (\$100–\$1,000 recommended)
5. Share the link with your network

Get started today via your personal fundraising page by following the steps above.



**PRO TIP:** Be the first to donate to your fundraising page to show how dedicated you are to the mission. You're increasing your own progress bar and removing any fear of other donors being the first to "join the party"!

**Extra Tip:** Download your personal QR code via your donor portal (sent to you via email) to use at events & online!

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## ♥ Suggested fundraisers

Here are easy-to-execute fundraising ideas for your local community:

### 1. Mental Health awareness walk/run "Taking Steps for Mental Health"

- Host a walk or run at your workplace, park, or campus.
  - Encourage participants to wear green.
  - Charge a registration fee or ask for donations.
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### 2. Go green/Be Seen in Green photoshoot day

- Create a mini set or backdrop, encourage individuals to wear green, and donate to get a picture.
  - Include facts about mental health on the nearby table to pass out.
  - Post to social media with your fundraising link, tag MHA & friends for more traction.
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### **3. Karaoke for a cause**

- Green-themed karaoke night with entry donation and song request pricing.
  - Include a chill-out “mental wellness” zone with affirmations or a wall to share why mental health matters to them.
  - Encourage participants to dress in green and share mental health facts between acts.
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### **4. Chalk the quad/sidewalk: Notes of hope**

- Donate to get a square/space on campus, work or school sidewalks/quad/etc. to write a positive message in green chalk. Creating a visual impact all over campus.
  - Post to social media, tag MHA &, and post your fundraising link to raise additional funds.
  - Create a competition with other campus groups, with all donations going to your fundraiser.
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### **5. Give 5 for mental health**

- Encourage 5 friends to donate \$5, then pass it on. Use social media to help continue the ripple effect among friends.
- Host a mental health booth at school/work/lunch/etc, and include a table with mental health resources to pass out to customers, and decorate it in green.
- Encourage a friendly competition with other chapters to see who can raise the most.

### **6. Mental Health coffee + conversation**

- Host a panel, talk, or fireside chat with a therapist or mental health expert.
- Encourage participants to wear green, and decorate the set in green.
- Charge a registration fee or ask for donations.

## **7. Green-themed bake sale**

- Bake green-colored cookies, cupcakes, and treats.
  - Include facts about mental health on packaging.
  - Ask for donations in exchange for baked goods.
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## **8. Yoga (or pilates, art, etc.) class “Yoga for your mind, or Sip & Paint”**

- Partner with a local instructor to host a green-themed yoga/pilates, etc. class.
  - Paint + mental health affirmations = perfect blend. Charge for entry, partner with a local artist, or lead with a pre-recorded session.
  - Ask for a suggested donation to participate, and encourage participants to wear green.
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## **9. Lunch & Learn (or Brunch & Learn)**

- Invite a mental health speaker during lunch break or weekend brunch.
  - Ask for a \$20–\$50 donation fee.
  - Host a mental health resources table at the event, to share resources.
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## **10. Family movie night**

- Host a green-themed movie night at home or in a community space.
- Donations encouraged + snacks sold to support the cause.
- Encourage individuals to wear green to the movie, and provide mental health resources at the event to share with the community.

## **11. Grill & Give cookout**

- Host a BBQ or cookout—ask for donations per plate or “tip the grillmaster.”  
Bonus: green cupcakes for dessert.
  - Encourage volunteers and cooks to wear green.
  - Distribute fact sheets about mental health with each plate.
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## **12. “Green Flag” relationship forum chat**

- Host a panel discussion or roundtable on mental health in relationships, dating, and friendships.
  - Perfect for teens, college students, and adults. Ask for donations at the door or charge a fee.
  - Decorate the stage with green & host a mental health resources table to distribute mental health information.
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## **13. Pickleball or 3-on-3 Basketball Tournament ( Hoops for Healing)**

- Secure a court or community space, and charge each team an entry fee.
  - Offer prizes for winners or the best green outfit.
  - Include a mental health resources table—with flyers, screening links, or a simple QR code to MHA’s site
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## **14. Dance it out, community dance class**

- Everyone wears green, dances it out, and donates to join the fun.
  - Include a mental health speaker or facts about mental health. Add hydration stations and affirmations on the walls.
  - Ask for a \$20–\$50 donation entry fee.
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## **15. Community Yard Sale**

- Organize a community yard sale or “treasure sale” where volunteers organizing wear green & sale items to collect donations. Pick a day, contact team members, friends & family for donations to sell.
- Include a table with mental health resources to pass out to customers, and decorate it in green.

## ♥ Tips for Planning and Hosting a Successful Event

Organizing a successful fundraising event requires thoughtful planning and execution. Below are some key tips, templates, and key statistics to help you and your chapter set up and run a smooth and effective fundraiser:

### Tips for event day

- Welcome attendees with your “why” for supporting mental health.
- Wear green and encourage others to do the same.
- Share real mental health statistics and resources.
- Celebrate your progress and shout out to your donors.

### 1. Define your goals and budget

- What is your fundraising goal?
  - What type of event fits your audience and resources?
  - What is your budget for the event? (Consider venue, supplies, refreshments, and promotional materials.)
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### 2. Secure a venue and date

- Book a venue early – whether it's on campus, at a local business, or in a public park.
  - Ensure the location is accessible and allows for easy setup and cleanup.
  - Have a backup plan in case of weather issues (for outdoor events).
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### 3. Build a team and assign roles

- Create an organizing committee.
- Assign roles such as:

- Event Coordinator – Manages overall logistics.
  - Fundraising Lead – Tracks donations and fundraising goals.
  - Promotion Lead – Manages social media and email communications.
  - Volunteer Coordinator – Organizes event-day staffing.
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#### **4. Promote the event**

- Use a mix of social media, email, and word-of-mouth.
  - Create a hashtag for social media (e.g., #BeSeenInGreen).
  - Encourage early registration or donation to build momentum.
  - Contact local media or campus newspapers for coverage.
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#### **5. Encourage donations during the event**

- Have QR codes available for easy mobile donations.
  - Include a call to action during speeches or activities.
  - Announce fundraising totals or milestones during the event to build excitement.
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#### **6. Follow-up after the event**

- Send thank-you emails to attendees, donors, and volunteers.
  - Share the impact of the fundraiser (e.g., “We raised \$2,000 – enough to fund 1,600 mental health screenings!”).
  - Post event photos and updates on social media to extend the event’s impact.
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## ♥ Fundraising tips & resources:

### **Tell Your Story:**

**People love giving to causes they can understand and people they know can help.**

Your supporters will feel more compelled to give because they understand your unique relationship to our cause and what our organization means to you. Don't forget to share updates with your supporters as your progress grows!



### **Key Messages**

When talking to donors, use these key talking points to explain the importance of supporting mental health: (More stats can be found [here](#))

- 46 percent of Americans will meet the criteria for a diagnosable mental health condition sometime in their life. Half of those people will develop conditions by the age of 14. MHA's work helps meet people before they reach the point of a crisis.
- 1 in 5 people in the U.S. will experience a diagnosable mental health condition in their lifetime.
- Just \$1.25 helps us change the trajectory of someone's life by screening them for mental health conditions and directing them to resources based on their results.
- Mental health is health. Just like physical health, mental health needs regular care and attention.
- Mental health care is often inaccessible. MHA works to expand access to care through advocacy and education.

## Spread the Word

**You're on your way to fundraising success! Now it's time to spread the word and take strides toward your goal. ❤️**

### **Message templates for fundraising**

#### **Social Media post or Texts:**

❤️ This May (mental health month), I'm fundraising for Mental Health America and going green for their *Be Seen in Green* campaign to support mental health—and I need your help.

Too many people struggle alone. But MHA is working to advance mental health for all people!

I've set a personal goal to raise \$XXX for this mission. Every dollar helps someone feel seen, heard, and supported.

👉 Donate here: [\[Insert your fundraising link\]](#)  
#BeSeenInGreen #MentalHealthMonth #Fundraiser

❤️ It's #MentalHealthMonth! I'm supporting Mental Health America & wearing green! All funds will enable MHA to support mental health programs, such as free online mental health screenings, providing free resources all year for providers, teachers, caregivers, and more, and advocating for mental health for all. But we can only reach our goal with your help! Will you be our first donor?! Donate here: [\[Insert fundraising link\]](#) #BeSeenInGreen #MentalHealthMonth #Fundraiser

❤️ It's #MentalHealthMonth! I'm wearing Green to support Mental Health America; will you join us? Our goal is to raise a total of \$XXX to fund free screening, public education materials, and advocacy. You can support us by donating here: [\[Insert fundraising link\]](#) #BeSeenInGreen #MentalHealthMonth #Fundraiser

♥ I'm wearing green for mental health this May. Raising \$XXX for @mentalhealthamerica to support mental health for all! Help us reach our goal? [insert fundraising link] #BeSeenInGreen #MentalHealthMonth

### Text/SMS Version

1. Hey [Name]! I'm raising money for Mental Health America through their #BeSeenInGreen campaign this May.. MHA helps people get support *before* they hit a crisis—and I believe in their work 100%. I'm trying to raise \$XXX by the end of the month, because mental health can't wait. Can you chip in? Even \$5 makes a difference. Here's my page: [insert fundraising link] Thanks so much ♥

**To download graphics that you can use for your social media visit our action guide at [www.mhanational.org/may](http://www.mhanational.org/may)**

**PRO TIP:** *All social channels are good social channels. Your network on Facebook will be vastly different from your network on LinkedIn, but each offers its own unique value. Don't be shy about promoting your campaign across all platforms to spread the word!*

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## **Email templates for fundraising**

Email is one of the easiest and most effective ways to fundraise. This could be the first place you start your outreach strategy.

**Subject:** Support Mental Health with Me this May!

Hi [First Name],

This May, I'm joining Mental Health America's **Be Seen in Green** campaign to raise funds *and* awareness for something deeply important: mental health.

*"46 percent of Americans will meet the criteria for a diagnosable mental health condition sometime in their life. Half of those people will develop conditions by the age of 14."*

That fact hit me hard. Because too many people—maybe even people we know—are left struggling without options.

We're showing up in green for them.

For anyone who's ever felt alone.

For those fighting in silence.

**We've set a goal to raise \$XXX** to help MHA continue their life-changing work. Will you help us reach it?

👉 [Insert your personal fundraising link here]

Whether it's \$5, \$10, or \$100—*every* gift helps someone get closer to hope, to healing, to being seen.

This organization isn't just doing good work—it's doing *essential* work. And we believe in it with all our heart.

Thanks for being someone we can count on.

With gratitude,

[Your Name]

**P.S.** Can't donate right now? You can still help by sharing our page with your network. Every voice matters.

**PRO TIP:** *Keep your message clear, direct, and timely. Don't be afraid to add some visual and personal elements to catch donors' attention and inspire immediate action.*

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### **Sample email to request donations for your fundraiser:**

**Subject:** Can You Help Support Our Mental Health Fundraiser?

Hi [Business/Manager's Name],

My name is [Your Name], and this May, I'm hosting a *Be Seen in Green* fundraising event as part of Mental Health America's nationwide fundraising campaign for Mental Health Awareness Month.

The goal? To raise awareness and raise funds for mental health resources.

I'm reaching out to see if [Business Name] would be willing to support our community event by donating [insert what you're asking for—ex: space for the event, snacks, drinks, supplies, decorations, etc.]. Your generosity would help us create a warm, welcoming environment and maximize the funds we can raise for this vital cause.

In return, we'd love to:

- Highlight your business as a local sponsor (on event signage, social media, and outreach)
- Give a shout-out during the event
- Show our appreciation in any way that feels meaningful to you

Mental Health America is the nation’s leading community-based nonprofit dedicated to promoting mental well-being for all. Every dollar raised supports resources, screenings, and outreach that can truly change lives.

Would you be open to chatting further about a donation? I’d be happy to stop by or call at a time that works for you.

Thanks so much for considering this. Your support would mean the world—not just to me, but to so many people who need to know they’re not alone.

Warmly,

[Your Name]

[Your Contact Info]

[Optional: Link to Fundraising Page or Event Page]

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## Thank You Template

It’s critical to thank every one of your donors. Your success wouldn’t have been possible without them! Send a personalized email or “thank you” note, acknowledge them directly on your fundraising page by leaving a comment, or give them a shout-out on social media.

### Example Email:

**Subject** - Thank You <3

Dear [Name],

Our fundraising campaign has officially wrapped, but the impact of your contribution will continue! From the bottom of my heart, thank you for your generous support of our *Be Seen in Green* fundraiser



With your help, I have raised **[\$X]** towards supporting mental health needs through life-saving programs like [MHAscreening.org](https://www.mhascreeening.org). Thanks to your generous support, you've changed the lives of so many!

I encourage you to follow Mental Health America on their social media pages, to stay up to date on their work, and see how your donation is fueling their mission.

Thank you again for your generosity.

[Name]



## **Thank You & Contact Us**

*From all of us at Mental Health America, thank you for joining the Be Seen in Green campaign and leading a fundraiser.*

*Whether you raise \$25 or \$2,500, your efforts are helping us connect more people to life-changing mental health resources. Your leadership is creating stronger, healthier, and more supported communities.*

***If you have questions or need help with your fundraiser, we're here for you!***

***Please reach out to:*** Jennifer Molina, Individual Giving Manager, at [jmolina@mhanational.org](mailto:jmolina@mhanational.org).

*Thank you for being a champion for change—and for standing in green with us this May.*