



be nice. Fundraising Toolkit

We are so thankful you are interested in raising awareness and funds to help support the Mental Health Foundation of West Michigan's mental health and suicide prevention programming.

A "third party fundraising event" is defined as a fundraising activity created and run by a non-affiliated group or individual with no fiduciary responsibilities and very little to no involvement from the Foundation.

We define a "micro fundraising event" as a fundraising activity created and run with the assistance of a Foundation staff. Organizers of these events rely on resources, planning efforts, and on-site presence from staff/volunteers for success.

All proceeds from your fundraiser will benefit mental health and suicide prevention programming throughout the state of Michigan - mainly West Michigan. Donations support our leading education program, **be nice.**, along with Mental Health First Aid (MHFA) and QPR (Question, Persuade, Refer).

It is the goal of the MHF to build awareness, reduce stigma and shame associated with mental illness, and create confidence to take action through education. Your event is helping us do just that.

Thank you for your interest in hosting an event to support the Mental Health Foundation of West Michigan and our programming. As a non-profit and we rely on contributions from people like you to make our programs happen. We look forward to working together!

Warm regards,



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Host an Event

Hosting an event is a great way to support the MHF, but it takes a lot of planning from start to finish. Below is a planning list to get you started!

1. Decide what type of event you want to host

It's important to choose an event that reflects your commitment. Consider the time you have to organize the event, the amount of funds you would like to raise and the interest of those around you.

2. Form a planning team and/or make contact with MHF staff

Your planning team should have enough members to share the work. It's always helpful to have individuals with a variety of skills to help achieve your goals.

3. Make a list of realistic and measurable goals

There is a lot to consider when setting your goals. It's a good idea to discuss the event goals with your team and MHF staff. That way everyone is on the same page and reaching for the same outcomes.

4. Submit an event proposal form

Once you know what type of event you would like to organize, fill out and submit an event proposal form. This can be found on benice.org/get-involved/host-a-fundraiser

5. Schedule the event

Be sure to consider both the date and location of your event. Choosing a date that will work for your target audience is as important as the venue you choose.

6. Promotion

Promoting your event is a very important aspect of your event's success. Allow for enough time to get the word out. An MHF staff member can provide guidance on how to promote and publicize your event through the MHF's online platforms.

7. Event Execution

A lot goes on the day of an event. It helps to have a plan in place that includes assignments for team members and volunteers along with an event timeline.

8. Post-event thank you

This provides a great opportunity to acknowledge those who helped and supported your event. MHF will assist with any thank yous requiring Tax ID information.



How can the Mental Health Foundation of West Michigan help with your event?

Please know the MHF staff is limited regarding the amount of assistance that can be provided to third party and micro fundraising events, but we are happy to help within our means. See below for more details.

For Third Party Fundraisers, the MHF can provide:

- Suggestions and advice on third-party event logistics and promotions.
- We can help promote the event by
 - Posting on our social media accounts at least once.
 - Include information in our monthly e-newsletter.
- Provide tax receipts for all donations made payable and submitted with the name “Mental Health Foundation of West Michigan” or “MHF”.

For Third Party Fundraisers, the MHF is unable to provide:

- A guarantee that staff or board members will be in attendance at the event.
- Access to the MHF's mailing lists, donor lists or contacts.
- Responsibility for any funds associated to the event, including, but not limited to expenses, purchases, permit fees, venue fees, advertising costs, insurance, liability coverage.
- Use of MHF's tax-exemption number for purchases related to the event.



For Micro Fundraisers, the MHF can provide:

Prior to the event:

- Suggestions and advice on event logistics and promotions.
- We can help promote the event by
 - Posting on our social media accounts.
 - Include information in our monthly e-newsletter.
 - Promotion at community events prior to event date
- Assistance recruiting volunteers using MHF contacts
- Application and payment of Michigan raffle license for silent auctions.
- Ordering and purchase of be nice. merchandise or promotional materials to be used as fundraising tactic for event. Quantity, cost, and items to be approved and discussed with MHF staff before purchase.

Day of event:

- Tabling options with educational materials for distribution along with wrist bands, stickers, and/or pins at the event. We can also sell merchandise upon request.
- Acceptance of payments/donations through an electronic point of sale system on-site.

Post event:

- Provide tax receipts for all donations made payable and submitted with the name "Mental Health Foundation of West Michigan" or "MHF". Sometimes, the organizer picks up the letters to hand deliver, which is also an option.

For Micro Fundraisers, the MHF is unable to provide:

- Access to the MHF's mailing lists, donor lists, or contacts.
- Assistance in collecting raffle items.
- More than 15 hours of total work towards event from planning to post (this may vary depending on length of event and the amount of money projected to be raised).

Mental Health Foundation of West Michigan & **be nice.** language for promotional materials

Our Vision:

The Mental Health Foundation of West Michigan is the go-to source for mental health and suicide prevention education.

Our Mission:

The Mental Health Foundation of West Michigan equips individuals with knowledge by inspiring people to recognize, understand, accept, and take action.

be nice. is a mental health education and suicide prevention Action Plan. It uses an acronym that gives people of all ages the tools to notice, invite, challenge and empower themselves and others who may be experiencing a change in their mental health. **be nice.** provides the knowledge and confidence to take action when it comes to changing, improving and saving lives.

Logos available on request (.png, .jpeg, .eps, .pdf)

