



Raise money to bring **be nice.** to your school district or building

Thank you for your interest in our **be nice.** Program.

First step: Make contact with the superintendent and/or principal at the district or building. You'll want to make sure the school is on board with implementing the **be nice.** Program before you raise funds.

Second step: Make contact with a **be nice.** School Program Coordinator. This way, everyone is on the same page and resources are being utilized efficiently. There may be funding already available in your area! *Check out the "Donate" page to see if there's a matching Donor Advised Fund in your county.*

Third step: If further financial assistance is needed, applying for a grant or planning a fundraiser is a great way to meet your goal. Check out our tips and ideas below to get started!



Applying for a grant

Is there money available in your county that's waiting to be claimed? A great place to start is your local community foundation or your school's education foundation. Making a simple phone call could save you a lot of time!

As an evidence-based mental health program, **be nice.** fulfills the requirements of The Matt Epling Safe School Law in Michigan, which also makes your school eligible for grant funding.

Planning a fundraiser

A local fundraiser is a great way to get the community involved. Whether you're a student, school staff, or community member - your motivation for making a positive difference for your community should be your biggest asset. Emotion propels people into action and you're promoting a program that saves lives.

Connecting with a donor

Is there a corporate business or local business owner in your area who would be interested in underwriting the **be nice.** Program for the school or district? Set up a time to meet and present information about the program to the decision-makers.

Your Fundraiser: Planning for Success

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 committee

Your planning committee 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. 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.

5. Promotion

Promoting your event is a very important aspect of your event's success. Allow for enough time to get the word out.

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.

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 formats)



Talking Points for Donation Asks

- Hello, my name is _____ and I am [a student/staff/parent, etc.] I am here to ask for donations for an event to raise money to implement the **be nice.** Program in [school/district name].
- **be nice.** is a mental health and suicide prevention Program and Action Plan. It's a program created for students K-12 that empowers individuals with the knowledge they need to feel confident to take action when it comes to ehelping themselves or others with a change in behavior or mental health. We are hoping [business name] would consider making the donation of a [gift card, item, or monatary donation] to help us fund this need.
- **be nice.** is an evidence-based program proven to be effective in lessening negative behavior referrals and increasing the amount of mental health referrals. Students are more confident when it comes to asking for help for themselves or their peers if they notice a change in their mental health or are told concerning information.
- Tell them about your event and why you're personally invested in bring this program to the area!

Some businesses may ask for a tax ID number. This is for a tax deduction. If the money is going directly to the school, they can provide you with this number. If you plan to pay the MHF directly, please contact our office for this number.

Sample of Donation Ask Letter



[Date]



Dear _____,

We invite you to join us in supporting _____ students through a contribution to help us fund the **be nice.** Program. This is a mental health and suicide prevention education program proven to change, improve, and save lives.

Suicide is currently the second leading cause of death for individuals aged 10-24 years old. We can't turn a blind eye to this alarming statistic, and the best way for us to prevent tragedy from happening in our community is to be proactive.

It is more important now than ever to educate our young people, school administration, parents, and community members with the tools to recognize mental illnesses and have a plan to handle a crisis situation. This is where the **be nice. Action Plan** – to notice, invite, challenge, and empower – comes in. This program is active in more than 150 schools throughout the state of Michigan and has come to be known as the stop, drop and roll of mental health. Your support can help us enhance the overall school atmosphere for the entire building. **We kindly ask you to consider a donation of a [fill in the blank] towards our fundraiser to bring this program to [blank] school/s.**

Kind Regards,

[signature]

[Print name]

[title]

Event Committee

School staff if approved

Name

Name

Name

Name

Name

Name

Name

Name

Tip: Enhance this letter to show school pride! Add the school logo or a picture of the school or students. Make it personal!

