



# Fundraising Toolkit

Defeat Depression Campaign



JOIN US, TOGETHER WE CAN #DEFEATDEPRESSION!

This year and every year, family, friends, neighbours and communities across Canada join together to raise funds to support mental health awareness and to promote discussion around depression, and other mood disorders.



Mood Disorders Society of Canada  
La Société Pour Les Troubles de L'Humeur du Canada

[www.defeatdepression.ca](http://www.defeatdepression.ca)

Our fundraising events include walks, runs, rides and other physical and social activities hosted in cities and towns across Canada. Funds raised through these activities support local community organizations and national mental health resources for all Canadians affected by mental illness and their families.



NATIONAL SPONSORS



# 1. Join us

REGISTER FOR AN EVENT

## Host your own event:

Plan your own walk, run other fun event!

## Sign up to participate with an existing event in your community:

Find an event near you on our Locations page!

## Create a team:

Be a team leader at your local event and invite your friends to join.

## Join an existing team:

Sign up to join your friends' team.

### TIP

Pledge yourself and get the ball rolling. Ask your friends, family and coworkers to match your pledge or better!



## 2. Your profile

MAKE IT YOURS

### **Register, sign in and PERSONALIZE your web page!**

Customize your personal fundraising web-page tell your friends, family and colleagues why you are supporting Defeat Depression and how they can support you by making a donation.

### **Customize your profile:**

Add photos, videos, and details of your event. Set your fundraising goal. Share your journey to defeat depression!

### **Import your email contacts:**

Import your contacts and email your personalized web-page. Invite your friends & family to join your team. Ask people to pledge and help you reach your fundraising goal. Invite them to join your team!

### **Manage your fundraising:**

Use the participant centre website to monitor and track your fundraising activity. Send emails and thank-you notes to donors using the follow-up tool.

TIP

Approach local businesses to sponsor your event and show how they support mental health. For help visit our sponsorship page at [defeatdepression.ca](http://defeatdepression.ca).



# 3. Have fun!

## EVENT IDEAS/FUNRAISE

Whether you're raising money as an individual or as a team, these ideas can help you get closer to your fundraising goal and have fun doing it!

### **Host a Tag Day!**

Collect funds at your local establishments.

### **Have a BBQ or yard sale**

All proceeds to support your team.

### **Sports tournament:**

Consider softball, volleyball, golf, capture the flag, basketball or ultimate Frisbee. Get creative!

### **Games night:**

Get people on their feet for a game of Charades, Trivia or Pictionary! Put this on the list for your next family fun night!

### **Donate your birthday:**

Ask friends and family to donate to Defeat Depression in honour of your birthday. Customize your personal page as your party invite!

### **Stretch and snack:**

Get co-workers away from their desks for a 10-minute stretch and a delicious snack. Ask for a 'give what you can' donation to support the campaign.

### **Challenge another team:**

A little competition goes a long way...Challenge another department, class or group to a fundraising competition!



## GET CREATIVE

Have event ideas of your own? Share your ideas with us at [info@defeatdepression.ca](mailto:info@defeatdepression.ca)

# 4. Social Media

TELL EVERYONE/ GET THE WORD OUT!

Tell everyone you know about your event. Ask them to join your team. Invite them to donate to help you reach your goal and share your fundraising page with their friends too. Remember to include important event details in your emails and postings such as the event date, location or instructions on how they can join your team. Be sure to thank supporters when they make donations for you.

Update your **FACEBOOK** status and tell others why you're passionate about Defeating Depression! Share photos, updates, and the link to your page. The Defeat Depression campaign staff will create a **FACEBOOK** page for your event. Get your friends to 'like' it and link to the Defeat Depression page.

Share your story and promote your defeat depression campaign on **TWITTER, INSTAGRAM** and **SNAPCHAT**. Be sure to mention us in your posts. Ask your followers to share your posts, donate and get people talking about mental health.







Link your on-line fundraising page in your email signature: **"Lets Defeat Depression! Support me as I help reduce stigma and raise awareness!"**

## TIP

Ask your employer to match your fundraising. You could double your money raised!



Use **SOCIAL MEDIA** to reach out and stay connected!

-  @DefeatDepression.ca
-  @DefeatDepression.ca
-  DefeatDepression1
-  DefeatDepression1
-  DefeatDepressionca
-  DefDepression