Child Mind Institute

Scan the QR code to learn more.

Questions? Contact us at fundraisers@childmind.org

Fundraising Toolkit

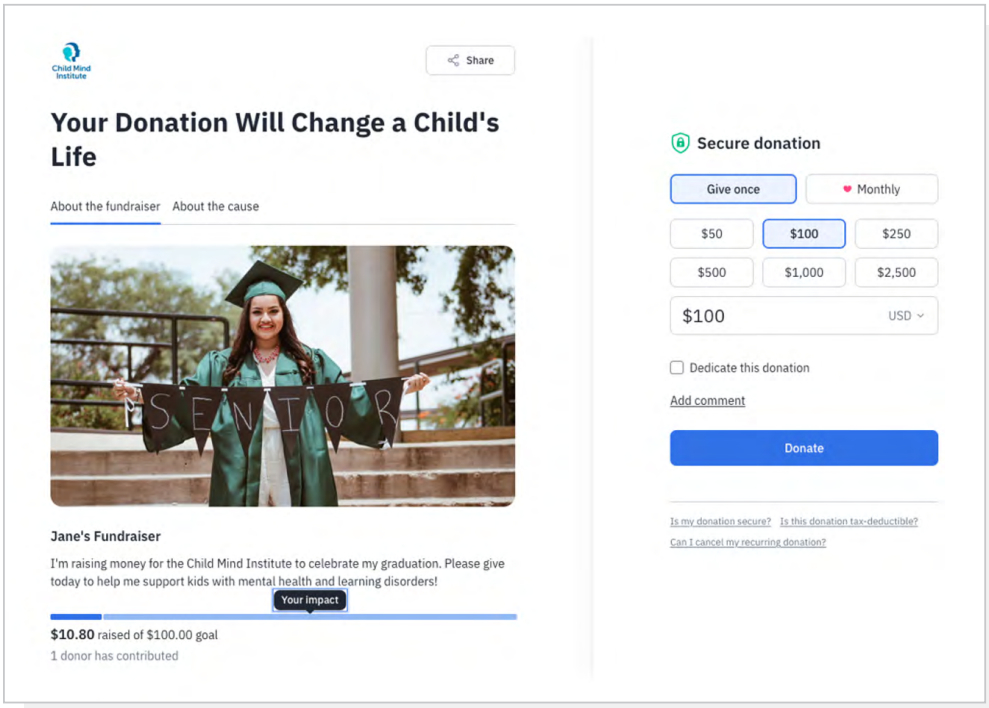
Getting Started: Four Simple Steps

1. **Create your page**
Whether you're marking a milestone, organizing something with friends, or taking on a personal challenge, you can name your fundraiser and enter a short description sharing why you're raising money for the Child Mind Institute. If you can, include photos to make it even more personal and inspiring.

2. **Set a goal**
Choose a goal and timeline that feel realistic. You can always adjust as you go, and visible progress will help encourage participation.

3. **Plan your outreach**
Think about who you want to reach and how. You can share your fundraiser link via email, social media, or text. QR codes are helpful for printed materials or in-person events.

4. **Thank supporters and share updates**
Use the donor portal to track gifts and send timely thank you messages to your supporters. You can also share updates with your network along the way to let them know how much you've raised or remind them that your deadline is approaching.



Ways to Fundraise

Choose what fits for you. Here are some examples to get you started:

- Celebrate a milestone (birthday, graduation, anniversary)
- Take on a personal challenge (race, bike ride, marathon)
- Host a small event or gathering
- Honor or remember someone
- Involve a group or team

How to Talk About Your Fundraiser

Sample language about our supporting our mission:

The Child Mind Institute helps children and families facing mental health and learning challenges get the support they need to thrive. Donations help expand access to our clinics, school programs, research, and free resources for kids and families.

Here are a few examples of how donations support our mission. Feel free to share these with your contacts and/or include them on your page.

- *$1,000 Provides educator stress management training for 20 teachers through our School and Community Programs.*
- *$250 Supports a child's participation in a free, comprehensive mental health and learning evaluation through the Healthy Brain Network.*
- *$125 Helps develop free, bilingual mental health resources for children, families, and educators.*
- *$75 Helps subsidize the cost of treatment for a child who would otherwise be unable to receive care.*

Engage your Network

- Start with people you know well to build early momentum
- Use a mix of email, text, and social media
- Personal messages are often more effective than broad posts
- It's okay to follow up — many people intend to give but need a reminder!

Outreach Templates

Email

Subject: Join me in supporting youth mental health

Hi [Name],

I'm raising money for the Child Mind Institute, a nonprofit dedicated to transforming the lives of children and families facing mental health and learning challenges.

Right now, too many children struggle to get the support they need. The Child Mind Institute is working to change that — through clinical care, school programs, research, and free resources for families.

If you're able to, I'd love your support. Here's my fundraising page: [link]

Every donation makes a difference, no matter the size.

Thank you so much!

[Your Name]

Outreach Templates

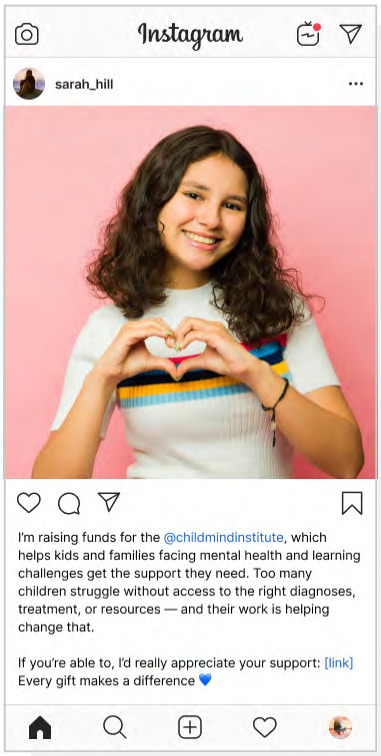
Social Media

I'm raising funds for the @childmindinstitute, which helps kids and families facing mental health and learning challenges get the support they need.

Too many children struggle without access to the right diagnoses, treatment, or resources — and their work is helping change that.

If you're able to, I'd really appreciate your support: [link]

Every gift makes a difference. 💙



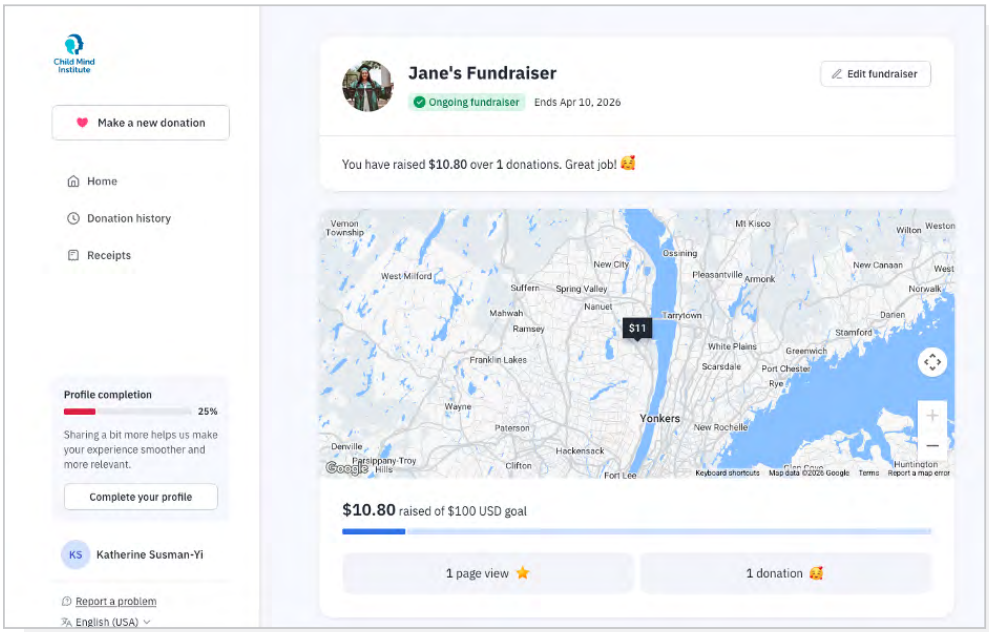
Text Message

Hi! I wanted to share that I'm supporting the Child Mind Institute to help expand access to care, research, and resources for kids and families facing mental health and learning challenges. If you're able, I'd love your support – here's a link to my fundraising page: [link]

Donor Portal Overview

Use the donor portal to:

- Track donations and see supporter information
- Monitor progress toward your goal
- Update your fundraising page



FAQs

How do I view donations to my fundraiser?
You can access donation details — including amount, donor name, and contact information—through the Fundraise Up donor portal. The portal also allows you to track progress toward your goal and update your page as needed.

Can I fundraise as part of a group or team?
Yes. You can add multiple administrators or team members through the donor portal.

Are there materials available to help promote my fundraiser?
Yes. Please refer to the Fundraising Toolkit above for templates, sample language, and logos.

Is my donation tax-deductible?
Yes. The Child Mind Institute is a tax-exempt organization under Section 501(c)(3) (Tax ID: 80-0478843).

Will donors receive receipts?
Yes. Donors who give online through your fundraising page will receive an automatic email receipt, and donors who give by check will receive an acknowledgment by mail.

Where can donors send a check?
Child Mind Institute
ATTN: Development
215 East 50th Street
New York, NY 10022

Can I designate my fundraiser to a specific program?
All fundraiser donations support the Child Mind Institute's general mission, allowing for the greatest flexibility and impact across programs. Please contact us at fundraisers@childmind.org if you have questions about supporting a specific initiative.