

10 STEPS TO CREATING A DIY FUNDRAISER FOR THE JED FOUNDATION

PLANNING

- 1. Define:** What type of event do you want to have? Think about how your event connects to the mission of The Jed Foundation (JED) and what your purpose is of your event.
- 2. Build:** Who is going to be on your planning team? Who are your helpers? Who can help support your event?
- 3. Dream:** Set your goals for your event as a team.
- 4. Target:** Who is your audience? Is this going to be in person, livestream, or online?
- 5. Event Details:** What is the date and time of the event? Where will it be held? Do you need to reserve space or a venue? Do you need certain permissions? Think about accessibility if in person and modifications if online. Make sure the date does not conflict with major holidays/events.
- 6. Finances:** Draft your event's budget and identify and ask for any donations you might need. Note: JED is not able to support events financially.
- 7. Register:** [Register your event](#) with The Jed Foundation from our website.

MARKETING/SPREAD THE WORD

- 8. Write:** Write a compelling story for your event. Why should people support your event and donate to The Jed Foundation? Be sure to incorporate our mission and purpose into your story.
- 9. Promote:** Create and execute a marketing plan. Put your page link on social media, and ask friends and family to share it too. Call, text, tweet, email, snail mail – let your friends and family know what, when, and why you're doing what you're doing.

DAY OF EVENT

- 10. Execution:** Create a prep day and day of timeline plan for the day. Make sure your team and helpers are ready to go. Double check all reservations and permits before the event. Think through the "What ifs" and create backup plans if you can!

POST EVENT

Now its time to sit back and relax and congratulate yourself on a job well done. Your donation will help support the mental health and prevent suicide for our nation's teens and young adults. Be sure to thank all involved including donors, team members, faculty and staff. You may want to do a survey at this time. Save all documents for your next event. And don't forget to tie up any expenses and [make your final donation to JED!](#)



IDEAS FOR CREATING DIY FUNDRAISING EVENTS FOR JED

HOST NEON NIGHTS ON YOUR CAMPUS

Neon Nights is an exciting opportunity to shine a light on mental health on campuses across the country. Neon Nights is for students, by students. You'll raise essential funds to support mental health education and interventions while parading through campus wearing your brightest neon colors, glowing for mental health. [Get more info here.](#)

HOST A GET OUT OF BED FOR JED EVENT

This is an overnight (indoors or outdoors) or early morning program with a focus on getting your day started off with a clear mind. Different activities can be incorporated such as mindfulness and stress relieving activities, giving permission for students, faculty, and staff to take time to chill and relax, and start their day off right! Activities that focus on maintaining a healthy balance, such as meditation, yoga, mindfulness, journaling, music, better sleep programs, mental health awareness, nutrition tips, and stress management sessions will be the focus of this event. [Example.](#)

WELLNESS EVENTS

Wellness events such as yoga, meditation classes, and dance parties are connected and tied to the JED mission. [Example.](#)

ATHLETIC EVENTS

Runs, walks, hikes, athletic tournaments, anything that gets your body and mind going is a fun way to get people involved and engaged in your fundraiser. [Example.](#)

SALE & GIVE BACK FUNDRAISER

Whether you're a crafty bunch or have a connection to the owner of a local coffee shop, there are plenty of ways to give back. Consider selling homemade goods or hosting a fundraiser at a local food establishment. Be sure to share the dollar amount or percentage you are giving back to the cause! [Example.](#)

LIVESTREAM FUNDRAISER

Are you a passionate content creator or gamer who is interested in helping promote mental health and suicide prevention? You and your community can make an impact by creating a unique fundraising event. Start your streaming fundraiser, whether it's unboxing, showcasing a unique skill or gaming, it's a win-win. [Example.](#)

