

# RAISE \$ FOR NAMI WASHINGTON COUNTY

(the National Alliance on Mental Illness)

We get much needed funds for important mental health programming and resources; businesses and organizations get recognition for their efforts.

All fundraising businesses, regardless of the amount raised, will get a shout out on *NAMI Washington County's* social media sites, website, and/or in their email newsletter.

If a business raises \$250 or more, they become a sponsor of the walk, which means they get a sign along the walk route. Sponsors also get a shout out on *NAMI Minnesota's* Facebook page and on the NAMIWalks website.

Check out the following fundraising ideas or create your own!



Let us know you're fundraising and how we can help you succeed. Contact Katy Jo Turner  
651-645-2948 x126 or [kjturner@namimn.org](mailto:kjturner@namimn.org)

# FUNDRAISING IDEAS

**1**

Sell paper pledges. For \$1, customers fill out a small paper square (that we provide) that lists their name and why they support NAMI (and mental health!). Businesses stick these up on the wall for other customers to read (which often prompts them to participate, too).

It sends a powerful message and raises quite a bit of money. This is our most popular option.

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## 2

Put out two jars. Nearby, display a question related to mental health (for example, "what's your favorite self-care activity?"). Tape a different answer on each of the jars. Customers get to "vote" for their answer by donating a \$1.

Be sure to have a sign nearby saying that funds raised are going to the National Alliance on Mental Illness.

This is a great option for cafes and coffee shops.

## 3

When customers are paying, ask them if they'd like to "round up." If their total was \$3.51, for example, they would round up to \$4, and 49 cents would be donated to NAMI Washington County.

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## 4

If you have more than one business location, see which store can raise the most money.

Compete! Let customers and employees know who you're up against (and how they're doing).

Consider offering a prize if bragging rights isn't enough.

## 5

If you're in the restaurant industry, ask your distributor if they're willing to donate \$1 per each of their drinks sold (up to a certain amount raised). Then promote their beverage!

They'll probably provide promotional materials, too.

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