



# Active together for better mental health.

1. Download the RED January sponsorship form and send it around your contacts
2. Share regular updates on social media about your fundraising and fitness activities to spread the word about your challenge
3. Use examples of how donations will go towards supporting those in need e.g. £31 can help to keep Elefriends, one of Mind's online communities, open for more people who need support.
  4. Collect any spare change in a jar at home or in the office – every little helps!
  5. Hit your personal best and donate the amount. For example, swim 32 lengths – donate £32.
6. For the 25th – Host a Burns night dinner. Ask guests to bring food and to make a donation for your hospitality
  7. Let people add to your RED January motivational playlist in return for a donation - £1 per song choice
  8. “Make people aware that you do what you do because you love it and because you want to give back” fellow REDer.
9. Use your RED calendar or t-shirt – offer the first 31 people who sponsor you to fill a day with their name.
  10. Offer a forfeit for reaching your fundraising target – for example 'I will run backwards on the last day of RED January'
  11. Post on payday – Do a big push when people are feeling more generous.
12. Use Strava – join the RED January Strava group and offer to run/walk/cycle the initials of anyone who sponsors you.
13. Ask friends and family to choose an activity that puts you out of your comfort zone and sponsor you for it.
14. Give up chocolate, wine or your daily coffee for January and donate what you would normally spend.
15. Print out our DIY collection box to leave on your desk for colleagues to donate £1 for everyday you're active <https://redtogether.co.uk/downloads/>
16. Have unwanted Christmas gifts? Use Ebay or Schpock to sell them and add the money to your fundraising page
  17. Bag pack or have a bucket collection at your local supermarket
  18. Make the first donation on your page, or ask someone you know who will be generous. This will set the tone for what others donate!
19. Movie Night in – invite people over for some sporty films and snacks in exchange for a donation.
20. Set a fundraising target on your JustGiving page – pages with a target raise up to 46% more!
21. Update your JustGiving page - you could raise 6% more for each update so snap a RED selfie or share a Strava screenshot.
22. Add a photo to your JustGiving page - fundraisers who add a profile picture tend to raise 15% more!
23. Download a RED January e-signature and link it to your fundraising page to spread the word about your RED January challenge. <https://redtogether.co.uk/downloads/>
24. Organise a sweepstake – ask people to guess how many miles you might cover or activities you might do over January.
25. Match funding – speak to your employer about match funding. This means they could match whatever you raise and double your donation!
26. Dress down day at work – get everyone to donate £2 to wear casual dress. Make it a £1 if they wear RED!
27. Did you know a smarties tube can hold 27 £1 coins? Ask for help to fill a tube in return for some chocolate!
28. Keep your fundraising total up to date. Add any money raised offline to your fundraising page as an 'offline funds'.
29. Keep raising your target - People are more likely to donate if you have not reached your target, so keep raising it!
30. Gift Aid – if you are using paper sponsorship forms don't forget to make sure people fill them in with all their details to claim gift aid!
31. Throw a RED themed celebration to mark completing your challenge. Charge for tickets, have a red themed bake sale and hold a raffle

**redjanuaryformind.co.uk #redjanuary**