

Antidepressant Risks

Standing up for a safer world

www.antidepressantrisks.org

Antidepressant Risks fundraising support pack

Thank you for choosing to fundraise for Antidepressant Risks. Your support means the world to us, and helps us to continue raising awareness about the severe adverse side effects of antidepressants. We are saving lives together.

We've put together a fundraising support pack to get you started. Once you've chosen your activity, here are ways we suggest you maximise your donations:

1. Create a fundraising campaign page

Once you've chosen your fundraiser challenge, the best way to collect donations is via a fundraising site such as Gofundme or Just Giving. That way supporters can keep updated with your progress, and your donations are secure.

2. Choose a great photo for your campaign page

Your fundraising campaign needs to engage supporters, and a great photo is a good place to start. Ideally this should be a high-quality image of you doing your chosen fundraising activity. For example, if you were undertaking a running race, it would be a photo of you training for it.

3. Make sure your fundraiser tells a story

The best way to receive donations is to tell a story with your fundraising campaign. This should be written on your campaign page, and shared on social media and via email with a link to your campaign.

- What is your fundraiser and when are you undertaking it?

- Why are you doing this specific challenge – is there a story behind this activity? Are there any adversities you will be overcoming?
- What is Antidepressant Risks? *
- Why are you fundraising for Antidepressant Risks in particular? Have you been affected by side effects of antidepressants, or are you close to someone who has?
- What impact will donations have? **

These are all questions that should be answered in your fundraising page bio and when sharing your challenge on social media.

* Antidepressant Risks is a non-profit that raises awareness about the potential suicidal, violent, and homicidal side effects of antidepressants. We are a community of over 2000 people whose lives have been negatively impacted by antidepressants, and we have a page dedicated to those who have lost their lives to these drugs.

** Antidepressant Risks is committed to creating campaigns that will help prevent antidepressant induced suicides and reduce the impact on people's lives when an adverse drug reaction goes unrecognised. All donations go towards campaign running costs, and making sure we can keep standing up for those who have been harmed.

4. Set a fundraising target

Setting a fundraising target for your campaign adds to the 'story' and gives you and your supporters a goal to work towards. Make sure it's an achievable amount and reasonable for the activity you are doing.

5. Share your fundraising page

The most effective way of letting people know about your fundraiser is by sharing it on social media or via email. Share the link to your fundraising page and write a description of what you're doing and why that's more personal to your friends and family. Make sure to tag us as well! Don't be afraid to share your fundraiser a few times throughout your campaign, for example when you've hit a new milestone, had a training breakthrough, or simply need to encourage donations. Just don't share so frequently it becomes spam!

6. If you're doing a physical challenge, connect your fitness apps

For Just Giving, you can connect your Strava or Fitbit account to your fundraising page. This way you can keep your supporters updated with your progress, and show them just how hard you're training. You could even share your progress on social media. This could encourage more donations.

7. Update your fundraising page

Make sure to update your fundraising page when you hit a training or donation milestone, or if anything else comes up. Your supporters want to know how you're getting on, and keeping them in the loop helps them feel part of something special. If you show that you've reached a donation milestone, it creates a sense of urgency to help reach the next one.

8. Self-donate

A great way to encourage donations is by donating to your page yourself. This can be done anonymously or otherwise, and shows others that yours is a cause worth investing in.

9. Thank your supporters

It may seem obvious, but thanking your supporters via social media, email, and on your fundraising page is very important. Just Giving suggests that 20% of your donations come in after your event is over; so even if you've finished your challenge, your fundraising isn't!

We hope this is a helpful guide to fundraising. If you have any further questions, please email us at contact@antidepressantrisks.org. Thank you so much for your support, we couldn't 'stand up for a safer world' without you.