



Anxiety
CANADA



FUNDRAISING GUIDE

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CAMPAIGN REGISTRATION

Step 1

- A) Go to our [Fundraising Website](#)
- B) Click "Create team or personal challenge"



Step 2

- A) Fill in your personal details
- B) Click Submit



Step 3

- A) Check your email (Junk/Spam too!)
- B) Click "Setup your password"
- C) Reset your password



Step 4

- A) Go to our [Fundraising Portal](#)
- B) Login with your new password

NEXT, LET'S BUILD YOUR CAMPAIGN

BUILD YOUR CAMPAIGN

IN 3 EASY STEPS

Step 1

Profile Tab

Tip: Sharing your lived experience is intimidating, but it helps break the stigma!

- A) Fill in your details.
- B) Link your social media accounts (Optional).
- C) Upload a photo (a headshot is best)!
- D) Describe your campaign; share why you're fundraising for anxiety resources and what the cause means to you.
- E) Click "Save and go to Goal."

Step 2

Goal Tab

Tip: You can always edit your goal amount later!

- A) Name your campaign.
- B) Set a goal amount to raise.
- D) Determine your start and end date.
- F) Click "Save and go to preview."

Step 3

Preview Tab

- A) Preview your page
- B) To make changes, click "Go back to Profile" or "Goal."
- C) When ready, click "Save and Submit."
- D) You'll get a link to your ready-to-share personal fundraising page.
- E) If you want to create or join a team, see the next page!

Thank you for starting a campaign!

CREATE OR JOIN A TEAM

(OPTIONAL)

Create a new team

- A) Select "Create a new team"
- B) You will get taken through the "Build Your Campaign" steps again. Follow the prompts.
- C) You'll be designated as team captain with a unique access code.
- D) Share this code with your team members:
 - Input team members' email addresses & send them a pre-set email
 - Copy & Paste the code to share!

Join an existing team

- A) Enter the code your team captain provided.
- B) Click "Use this Code."
- C) Congrats! You're part of a fundraising team.

SOCIAL SHARING

Share your campaign!

You now have your personal fundraising link.

Copy + Paste our pre-written text or create a personalized post to share your campaign on social media.

[See page 7 for social media tips!](#)

FUNDRAISING TIPS

Tip 1: Sponsor yourself! Kickstart your campaign to show this is a cause you care deeply about.

Tip 2: Send a personalized text or email to your friends, family, and network! People are motivated to give when asked directly.

Tip 3: Share your fundraising link on LinkedIn, Instagram and Facebook.

Tip 4: Frequent a local business? Ask them to donate a portion of their proceeds or put out a donation jar.

Tip 5: Host a games night, BBQ, dinner party or sports tournament where everyone donates to participate.

Tip 6: Express why Anxiety Canada is important to you. People appreciate honesty and it helps break the stigma.

Tip 7: Don't forget to thank your supporters for contributing to your campaign! A text, phone call, email, or social media shout-out is always appreciated.

SOCIAL MEDIA TIPS

1 Share fundraising updates with friends

"I have raised \$500 for Anxiety Canada! If each of you donates \$10, I can reach my goal of \$2000. Join me today – any amount will help! Thank you! www.link.com"

2 Shout out donors

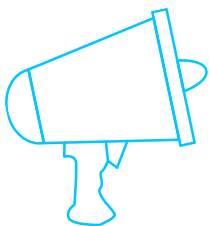
"Thank you @donorname for helping me raise \$500 towards Anxiety Canada! My goal is to help raise critical funds to raise awareness for anxiety resources and treatment. Join me today! www.link.com"

3 Share photos, videos & your fundraising link with followers online

- Sharing photos and videos of your fundraising efforts helps convey emotion and lets people connect with the cause.
- Link to your fundraising page in posts so people can visit and donate!
- Mention your campaign in your email signature.
- Add a Facebook cover photo or icon badge.
- Share your efforts in your Instagram Stories.

4 Share your story

Personal stories help your network understand why the cause is important to you. Tell people your story and why this matters.



Use your network to raise funds by sharing over **email, text, social media, phone calls, or word of mouth.**

EMAIL TEMPLATE

(Action Anxiety Day Example)

Emails allow you to explain why the cause you are fundraising for is important to you. Feel free to use this template. Maybe even add a few personalized photos!

Dear [name],

As you know, Anxiety Canada is a cause near and dear to my heart. That's why this year I am participating in Action Anxiety Day, an annual education and awareness day recognizing the widespread presence of anxiety and anxiety disorders.

Anxiety Canada is a registered charity created to raise awareness and provide access to proven resources and treatment. Millions of people suffer from anxiety, yet it often goes undiagnosed and underreported. Unfortunately, therapy isn't accessible to everyone due to cost or long waitlists. It is time we changed this and made treatment easily available for everyone.

In honour of Action Anxiety Day, I'm sharing my story and raising critical funds to support Anxiety Canada's free resources.

If willing, I would love your support to meet my personal fundraising goal. Please donate using this link: (ADD YOUR LINK HERE)

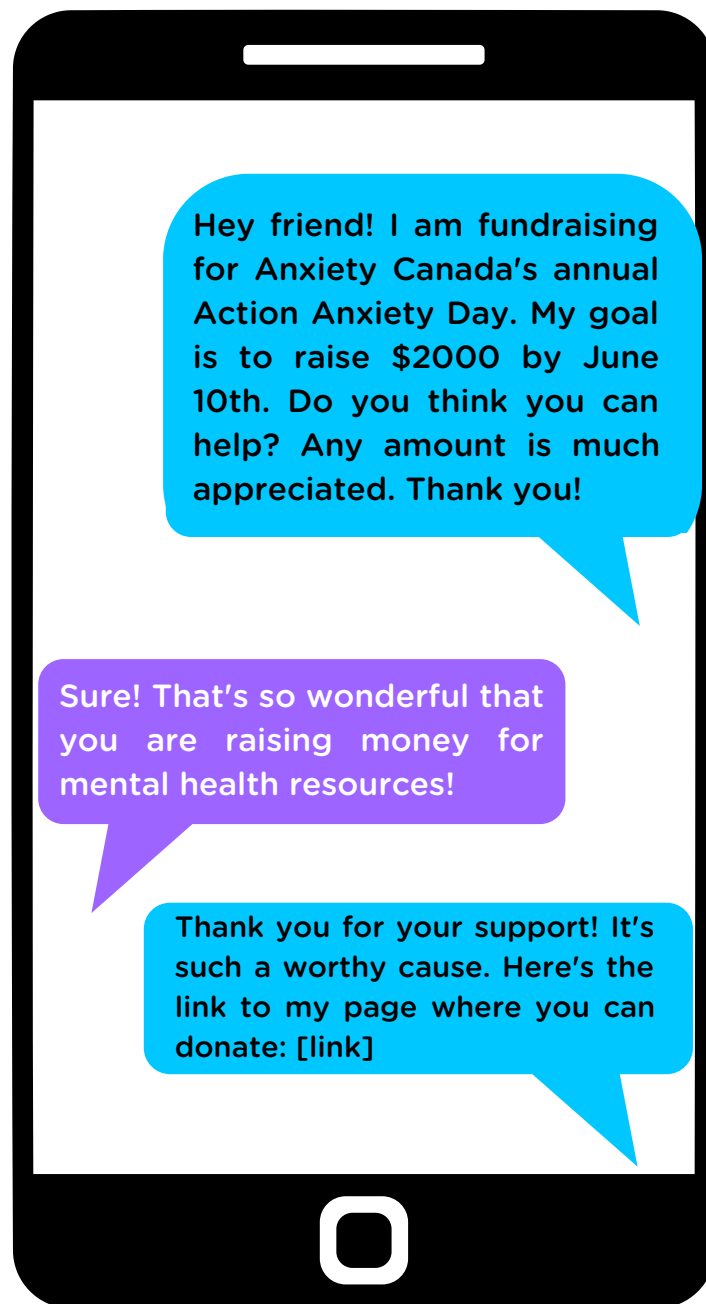
Your donation goes directly to support Canadians struggling with anxiety.

Thank you so much.

TEXT YOUR NETWORK

(Action Anxiety Day Example)

Text messaging is a personalized, quick way to reach out for support. It can be as simple as this....



FAQ SHEET

**Become knowledgeable about Anxiety Canada!
Show your network we are a cause worthy of their support.**

What is Anxiety Canada's mission?

Anxiety Canada is a charity and non-profit organization created to raise awareness about anxiety and to support equitable access to evidence-based resources and treatment. Established in 1999 by psychologists, Anxiety Canada is a pioneer in the mental health sector and offers free, clinician-recommended, self-help tools and programs. Through strategic partnerships, advocacy, and education, Anxiety Canada supports children, youth and adults by reducing the barrier of anxiety and advocating to end the stigma.

What programs does Anxiety Canada offer?

- MindShift Group Therapy Program; An 8-session online group therapy program led by a Registered Clinical Counsellor.
- The MindShift CBT App; A free app grounded in Cognitive Behaviour Therapy to help users relax, be mindful, and develop healthier ways of thinking.
- My Anxiety Plan (MAPs); A free, online, self-paced anxiety management course.
- PDF Resources; Downloadable "how-to" guides and information on all anxiety related topics.
- **NEW-** Our Educator Toolkit; A toolkit designed to help teachers educate their classrooms about anxiety. The toolkit is for grades K-7 and includes 3 lesson plans, videos, worksheets, activities and more.

Visit our [Get Help](#) page to learn more about all of our programs and services.

Where does the money raised go?

All donations go towards helping the millions of Canadians who struggle with anxiety by funding Anxiety Canada's programs and resources.

FAQ SHEET

continued

What is Action Anxiety Day?

Action Anxiety Day is Anxiety Canada's annual awareness & education day celebrated on June 10th. We created this initiative to:

- Normalize and reduce the stigma around anxiety;
- Bring widespread recognition to anxiety disorders;
- Bring awareness to our trusted, evidence-based resources.
- Raise critical funds for our programs and resources.

What can I do to support Action Anxiety Day?

On Action Anxiety Day, we inspire people to ACT:

Awareness/Advocacy – We encourage people to spread awareness by sharing their own anxiety stories.

Colours – We wear blue and orange on June 10th to show support and eliminate the stigma around anxiety disorders.

Treatment – We raise funds to develop trusted evidence-based resources and affordable treatments for children, teens and adults.

We also:

- Ask people to sign our Action Anxiety Day proclamation.
- Share anxiety-related facts and information, and mindfulness activities on social media.
- Have national landmarks light-up across the country to show support.
- Encourage early education on anxiety and ways to cope with use of our free Educator Toolkit.

What stats I can share?

- 1 in 4 Canadians are affected by anxiety every year.
- Anxiety Disorders are the most common mental illness affecting youth in Canada.
- Women are 2x more likely to be diagnosed with anxiety.
- 2/5 Children say they have trouble accessing mental health services.
- The annual economic cost of mental illness in Canada is an estimated 50 billion dollars.

Thank you for being
an anxiety champion!



Anxiety
CANADA

if you have any questions, please contact us:

info@anxietycanada.com

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