



The Jed Foundation

# Hue-spressions

A Fundraising Guide from  
The Jed Foundation



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## What is Hue-spressions?

**Hi! Color us happy to see you here.**

Welcome to Hue-spressions, the most colorful approach to raising awareness and funds for youth mental health & suicide prevention.

Hue-spressions is a do-it-yourself fundraising campaign for Mental Health Awareness Month. The goal is to invite people to express themselves through color and spark conversations about mental health and wellbeing.

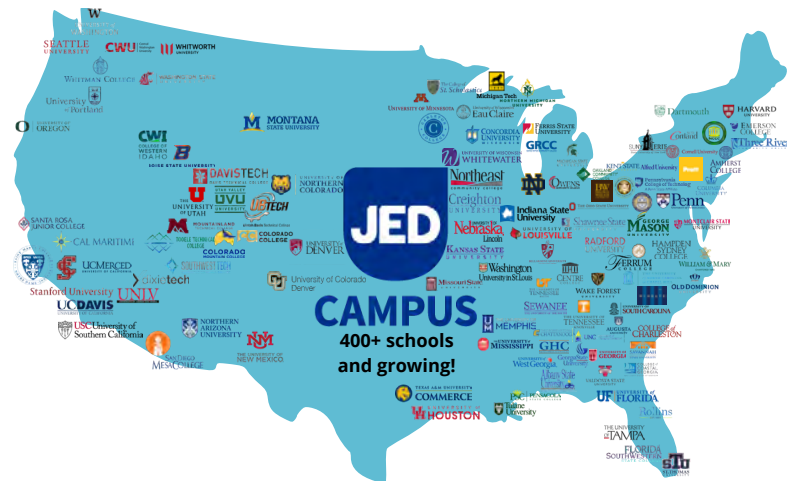
**Hue-spressions isn't just about raising funds and awareness for mental health and suicide prevention. It's also a great opportunity to express yourself and have fun with your friends, family, and community.**

# Who is The Jed Foundation

The Jed Foundation is a nonprofit that protects emotional health and prevents suicide for our nation's teens and young adults, giving them the skills and support they need to thrive today...and tomorrow.

JED empowers teens and young adults by building resiliency and life skills, promoting social connectedness, and encouraging help-seeking and help-giving behaviors through our nationally recognized programs, digital channels, and partnerships.

JED strengthens schools by working directly with high schools, colleges, and universities, representing millions of students to put systems, programs, and policies in place to create a culture of caring that protects student mental health, builds life skills, and makes it more likely that struggling students will seek help and be recognized, connected to care, and supported. JED mobilizes communities by providing education, training, and tools to families, friends, media, and others.



The Jed Foundation

JED reaches young people in every state, providing valuable training and resources to protect mental health and prevent suicide.

JED's public awareness campaigns and resources reach **over 30 Million** people.

**Over 5 Million students** are in JED Campuses and JED High Schools.

**15.97%** of students nationwide attend a JED Campus or JED High School.

# Why This Work Is Important

**10.2 million people** between the ages of 18 and 25 experienced a mental, behavioral, or emotional health issue in the past year. *SAMHSA, 2021*

**42%** of high school students reported feelings of sadness or hopelessness in the past year. This percentage is higher for females (57%), Hispanic students (46%), multiracial students (49%), and lesbian, gay, or bisexual students (69%). *CDC, 2021*

Suicide is the second leading cause of death for 10 to 34-year-olds. *CDC, 2022*



## How to Get Started

1. Choose how you will participate. Some ideas are to Create a Challenge, Let Color Move You, Show Your Hue, or Color Your Own Way. Find inspiration on the following pages.
2. Set up your [CrowdChange](#) page based on your activity selection.
3. Check out the [tips](#) and [tools](#) to share your fundraiser.
4. Spread the word about your fundraiser. Post links and share regularly.
5. Thank your donors for supporting JED's efforts to protect emotional health and prevent suicide for our nation's teens and young adults.

## Fundraising Ideas Create a Challenge

Throw down a challenge! People are excited to donate when it leads to a fun reward or activity. Coming up with ideas can be fun for you as well. Borrow one of these great ideas below, or create your own!

### Ideas

If I fundraise \$100 by Friday, I will paint my nails a color to express how I feel that day!



If my page raises \$50 today, my friends and I will all wear the same color tomorrow and we will share how that color expresses ourselves. The biggest donor gets to choose the color!

## Fundraising Ideas Let Color Move You

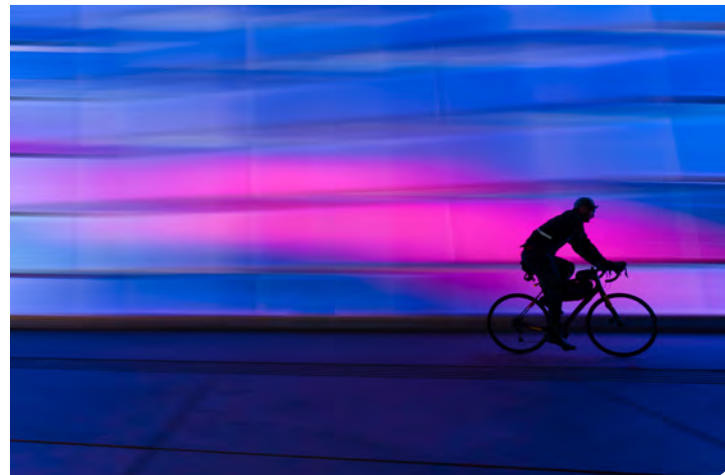
Use color to express how you feel when you get moving. This is a great way to support your own mental and physical health, while doing good!

### Ideas

Create a playlist. If people donate X amount, you'll add their song of choice to your movement playlist (no matter how terrible it is!). Bonus if the song is about colors or has a color in the title.

Move in twos. Get a friend or co-worker on board and move with them, in-person or virtually. You can do chair yoga, take a walk, or even meditate! This is a great chance to share how you express yourself through movement and raise awareness for the cause.

Move in time. Space out your self-expressive movement sessions throughout the month. Ask people to donate each time you share your moves.



## Fundraising Ideas Show Your Hue

Use color to express yourself! Whether it's something that you find in nature, something you have made yourself, or something you threw on to wear that day, colors can represent how you feel.

### Ideas

Take a look around your environment. Snap a colorful and post it to social media, explaining how the colors make you feel. Let your friends and family know you are working hard to bring awareness to mental health by participating in a fundraising campaign.



Get creative with your surroundings and explain how objects and colors around you help to express yourself. The more creative you are, the more it will inspire people to donate!

## Fundraising Ideas

# Color Your Own Way

Color your own way means that you get to make the rules and come up with your own ideas. Get creative and have fun!

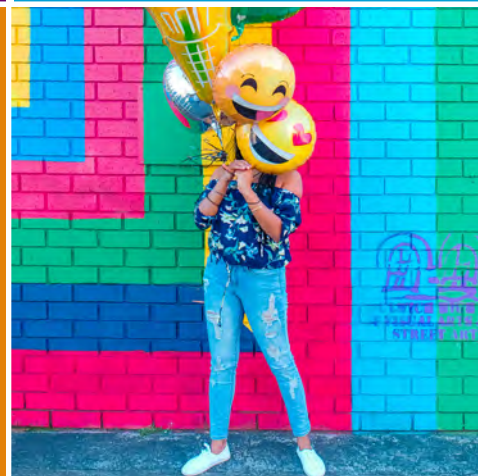
### Ideas

Host a party such as a paint nights or tie-dye party.

Create a colorful event-a-thon: organize a walk-a-thon, a bowl-a-thon, a dance-a-thon, or a color run/walk.

Art Auction: Host an art auction where all the artwork features a specific color theme.

Colorful Fashion Show: Host a fashion show where all the clothes are a specific color or express feelings.



Have a birthday, anniversary, graduation party, or wedding coming up? Create a campaign and ask people to donate to your fundraiser.

## Fundraising Tips

### Tell Your Story

If you're comfortable, let everyone know why you're raising money for mental health and suicide prevention. Whether its your story or a story about someone you love and care about, letting people know your why will help them get inspired to support you.

### Customize Your CrowdChange Page

Make your fundraising page pop by adding your picture and personalizing the description with a compelling message. Visit JED's "our impact" page to get ideas and information to share. Sign in and start customizing now.

### Set an Ambitious Fundraising Goal

Kick off your fundraising by making the first donation. Donors are more compelled to support when they see that you are as invested as you want them to be. Think about the amount you want your donors to give, and then give that amount.

### Ask Again

Once more for the people in the back! Remind everyone that you're participating and why it's important to you. Include your site link to make donating as easy as possible. Sometimes people just need a reminder, so don't be afraid to repeat yourself.

### Double Your Donations

A number of companies operate a gift matching program so that the money you donate or raise is doubled by them. Search for your employer using this tool. If there are no results, contact your Human Resources department to double check if they operate a gift matching program.

### Thank Your Donors

Give them a shoutout on Instagram. Send them a text, or even pick up the phone to thank them. A little bit of gratitude can go a long way!

# Social Media Templates

## Promote Your Fundraiser

These are some ideas to help generate content for Hue-spressions throughout the month. Along with sharing your personal fundraising page, feel free to share [JED's Mental Health Resource Center](#).

This month-long social media calendar can be adjusted to fit any social media platform, including Instagram, Twitter, and Facebook. Feel free to use your own ideas and adjust the posting frequency so that it make the most sense for you.

Most importantly, have fun!

### Fundraiser Kickoff Template

I'm participating in Hue-spressions, The Jed Foundation's fundraising campaign for Mental Health Awareness Month. I'll be using color and hues as a means of self-expression throughout the month of May to help raise awareness for mental health and suicide prevention [change action based on chosen template]. Thank you for your support!

### Introduction and Awareness

Share a post introducing the challenge with an eye-catching graphic and explain the purpose of the challenge. Link to your personal fundraising page.

Share a post about the importance of emotional expression and how it can positively impact mental health.

Share a post with a personal story about how you express yourself through colors.

### Color Exploration

Share a post with colors that represent happiness or joy to you.

Share a post with colors that represent gratitude to you and share what you're grateful for.

Share a post with colors that represent excitement to you and share what you're looking forward to.

Share a post with colors that represent sadness or grief to you and share why you feel this way.

Share a post with colors that represent anxiety or stress to you.

Share a post with colors that represent anger or frustration to you and share how you channel these emotions in a healthy way.

### Self-Care

Share a post with colors that represent self-care to you and share your favorite self-care practices.

### Hue-spressions Closeout

Share a post with colors that represent reflection, and then share what you've learned about yourself during this challenge.

Share fundraising progress and personal highlights from participating in the challenge throughout the month.

Share a post thanking your followers for participating in the challenge and encouraging them to continue expressing their emotions.



The Jed Foundation

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Follow us on social media [@jedfoundation](#).

