



The Jed Foundation

Fundraise Your Way: A DIY Toolkit for The Jed Foundation



Photo: BeYOUTiful Classic presented by Westlake High School in Austin, Texas

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Photo: Neon Nights fundraiser benefiting The Jed Foundation

Welcome!

We're so glad you are interested in hosting a fundraiser for The Jed Foundation (JED)! Whether you're honoring someone, celebrating a milestone, or simply passionate about protecting mental health, this guide will help you plan and launch your fundraiser. No experience necessary — we'll walk you through every step.

Don't forget to tag JED so we can see how creative you are with your fundraisers! You may even have a chance to be featured on our social media platforms if you do.

About The Jed Foundation

JED is a leading nonprofit that protects emotional health and prevents suicide for our nation's teens and young adults. We partner with colleges and universities, high schools, pre-K–12 school districts, and community-based organizations to strengthen their mental health, substance misuse, and suicide prevention programs and systems. We equip teens and young adults with the skills and knowledge to help themselves and each other. We encourage community awareness, understanding, and action to support young adult mental health.



Photo: NUSC walk-a-thon (University of South Carolina) hosted by the Interfraternity Council (IFC) and Student Government at USC

Why Your Fundraising Matters

JED's mission is to protect emotional health and prevent suicide for teens and young adults. The funds you raise help bring mental health programs to schools, support youth-led initiatives, and expand access to resources that save lives.

You can read more about our impact here: <https://jedfoundation.org/our-impact/>.

Where the Money Goes

By fundraising and donating to JED:

- JED can partner with more high schools and colleges nationwide to support student mental health.
- JED can train and educate teens and young adults in how to help peers who are struggling.
- JED is able to provide free resources to parents, educators, and campus professionals.
- JED can continue to launch nationwide campaigns that reduce the shame and secrecy that is associated with mental health and suicide prevention.

Every dollar raised brings us closer to a future in which no young person feels alone or unsupported.

How to Talk About JED

- When people ask what JED is or why you're fundraising for them, here's what you can say:
 - JED is the leading nonprofit focused on the mental health of teens and young adults.
 - JED partners with schools, communities, and individuals to build resilience, encourage help-seeking, and prevent suicide.
 - Your support allows JED to expand its impact and reach more young people with lifesaving programs and resources.
- Mental health can be a sensitive topic. If you're sharing personal stories, consider adding a gentle content warning when appropriate.
- And remember: We are so grateful for your support. Make sure your supporters know that too!

Fundraising Ideas

Looking for some ideas? Here are some fun examples to spark inspiration for what you can do to fundraise:

- Host a wellness class, such as yoga or meditation, and ask for donations.
- Turn your birthday, graduation, or anniversary into a fundraiser.
- Organize a game night, talent show, or trivia event.
- Set a physical challenge, such as running a 5K, taking 10,000 steps a day, or cycling a certain number of miles.
- Sell art, crafts, baked goods, or handmade bracelets.
- Collect donations in honor or memory of someone.
- Create a workplace wellness or fitness challenge.

Whatever fundraiser you decide on, don't forget to tag JED so we can see how creative you are! You may even have a chance to be featured on our social media platforms if you do.

Getting Started: Five Simple Steps

1. Pick Your Fundraiser

- Decide what kind of activity or event feels exciting and doable for you.

2. Set a Goal

- Choose a fundraising goal: Whether it's \$100 or \$1,000, every dollar makes an impact.
- Decide on a timeline for your fundraiser.

3. Create Your Page

- Set up your fundraiser on the appropriate platform, such as CrowdChange, Instagram, or Tiltify.
- Make it personal and share why it matters to you.

4. Spread the Word

- Share your fundraiser through text, email, social media, and word of mouth. Ask friends to donate or participate.

5. Thank and Celebrate

- Give shoutouts, post updates, and thank your donors. Celebrate your impact!

Setting Up Your Fundraiser

CrowdChange

JED provides a free, easy-to-use platform through CrowdChange so you can launch your fundraiser in minutes. Visit <https://jedfoundationcommunity.crowdchange.co> to get started.

Here's how to do it:

- Choose “Start a Fundraiser.”
- Name your fundraiser — keep it personal or creative.
- Add a photo and a description of why you're raising money.
- If it's an event, add the date, time, and location.
- Set your goal and create a custom URL for easy sharing.
- Make the first donation (even \$5!) to show your commitment.
- Share the page with your network and watch the support roll in.

Bonus of using CrowdChange:

- By setting up your fundraiser through CrowdChange: funds flow seamlessly to JED without having to worry about managing anything.
- You'll be able to see who donates and thank them personally!
- It's free and easy to use.

Meta

Instagram

- Go to your profile and tap Edit Profile.
- Under “Links,” tap Add External Link and paste your CrowdChange fundraiser link.
- In your Stories, use the Link sticker to share your fundraising page.
- Add donation asks in captions, Stories, and Reels — tell people why this cause matters to you.
- Keep sharing updates and thanking your supporters.
- Pro tip: Save a Story Highlight called “Fundraiser” so new visitors can see it anytime!

Facebook

- Go to facebook.com/fundraisers.
- Click “Raise Money” and choose “Nonprofit.”
- Search and select The Jed Foundation.
- Set your goal and fundraising end date, and personalize your title and story.
- Click “Create,” and then share it to your timeline and invite friends to donate.

Tiltify

- Go to tiltify.com and create a free account.
- Once logged in, click “Discover” and search for The Jed Foundation.
- Select JED’s profile and click “Start Fundraising.”
- Choose to create an individual campaign or a team campaign.
- Set your goal, campaign name, and description. Make it personal!
- Customize your campaign with images, donation incentives, and livestream overlays (optional).
- Click “Publish” — your fundraiser is now live.
- Share your Tiltify link on your stream, socials, and donation panels.
- Tip: If you’re streaming, integrate Tiltify with platforms like Twitch or YouTube to show live donations and thank your donors in real time!

Templates You Can Use

Email

Hi [\[Name\]](#),

This year, I’m raising funds for The Jed Foundation (JED), a nonprofit protecting young people’s mental health and preventing suicide. JED’s work saves lives — and I’d love your support.

Here’s my fundraising page: [\[insert link\]](#)

Thank you for being part of this!

[\[Your Name\]](#)

Social Media Post

- **Option 1:**
 - I’m fundraising for The Jed Foundation (JED) because mental health matters to me. Even a \$5 donation makes a difference. Join me: [\[insert link\]](#)
- **Option 2:**
 - I’m raising money for The Jed Foundation (JED) because every young person deserves support, hope, and someone who believes in them. Let’s show them they’re not alone. Chip in if you can: [\[insert link\]](#)
- **Option 3:**
 - Today, I’m using my voice to support mental health. Your donation helps young people feel seen, heard, and supported. Want to help me make an impact? Link in bio [\[insert link or tag @jedfoundation\]](#)

Text Messages

- **Option 1:**
 - I'm raising money for The Jed Foundation (JED) to support youth mental health. I'd be so grateful if you checked out my page and donated: [\[insert link\]](#)
- **Option 2:**
 - I've started a fundraiser for The Jed Foundation (JED) because supporting young people's mental health means a lot to me. I'd really appreciate your help — even a small donation can make a big difference. Here's the link to my page: [\[insert link\]](#)
- **Option 3:**
 - I wanted to share that I'm fundraising for The Jed Foundation (JED), a leading nonprofit that works to protect the mental health of teens and young adults. If you're open to supporting this cause, I'd be honored if you took a moment to check out my fundraising page: [\[insert link\]](#)

Fundraising Tips for Success

- **Tell Your Story**
 - Share why JED's mission matters to you. Personal stories may inspire people to give.
- **Use Visuals**
 - Photos and videos help catch attention and humanize your cause.
- **Be Direct With Your Ask**
 - Let people know exactly how they can help and where to donate.
- **Set Milestones**
 - Break your goal into smaller wins and post updates.
- **Make It Easy to Give**
 - Put the link in your bio, email signature, text messages — wherever people will see it.
- **Thank Everyone**
 - Post a shoutout, send a message, or tag donors publicly (with their permission).

Thank you!

FAQs

- **Is my donation tax deductible?**
 - Yes. The Jed Foundation is a 501(c)(3) nonprofit organization. Donations are tax deductible to the fullest extent allowed by law. Donors will automatically receive a receipt for tax purposes.
- **Can I choose where my donation goes within JED?**
 - All donations go toward JED's general fund to ensure the greatest flexibility and impact across all programs. If you're part of a special partnership or campaign, please reach out to us directly.
- **Can I fundraise as a group or team?**
 - Yes! CrowdChange allows you to create team fundraisers in which multiple people can contribute to a shared goal.
- **Do I need permission to host a fundraiser for JED?**
 - No formal approval is needed to get started, but we love to hear what you're planning! Feel free to email us at info@jedfoundation.org so we can offer support and guidance.
- **Are there materials I can use to promote my fundraiser?**
 - Yes. This toolkit includes social media templates, email scripts, and more.
- **Do you have JED swag items that I can request?**
 - At JED we focus on being the best stewards of your fundraising efforts, so we do not keep an inventory of JED swag on hand. We feel that those dollars are best spent on programming and supporting schools that wish to work with us.
- **If I want to write a check, where do I send it?**
 - Donations made by check should be mailed to:

The Jed Foundation
PO Box 412055
Boston, MA 02241-2055

Support and Contact Info

Need help with your fundraiser? We're here to support you.

- Reach out anytime: info@jedfoundation.org
- Tag us on social media so we can celebrate your fundraiser: [@jedfoundation](https://www.instagram.com/jedfoundation)
- Visit the fundraising page on our website: jedfoundation.org/fundraise-for-jed

Thank you for making a difference. You're not just fundraising, you're helping to save lives.



The Jed Foundation