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**7 DAYS OF YOGA FOR MENTAL HEALTH**

Congratulations! If you’re reading this that means you have decided to take on a yoga challenge during Mental Health Awareness Week 2021 and help raise awareness and funds for the amazing [UK mental health charity Mind!](https://www.mind.org.uk/)

Your sponsorship will be made via our [secure Virgin Money Giving donations page](https://uk.virginmoneygiving.com/giving/about-us/) – we don’t handle any money ourselves.

If you are forming a team or getting sponsored by yourself ask sponsors to follow the instruction below when donating so we can let you know how much you raise.

We’ve prepared a template for what you can write in an email or post on social media as you reach out to your friends, family and work colleagues to get sponsored. Feel free to use this or edit the information as you feel is best.

We’ve also included some fundraising tips below and the step by step instructions for taking part so you can invite others to take part with you.

Thanks for your support in this campaign – Mind work with hundreds of thousands of people a year and by taking part you are quite making the world a better place!

Enjoy!

[FYD4MH](https://www.flipyourdogformentalhealth.com/our-story) x

(SCROLL DOWN FOR TEMPLATE)

*Hey guys,*

*I’m joining people from across the UK to do the ‘7 Days Of Yoga For Mental Health Challenge’ to raise money for UK mental health charity Mind.*

*I’m setting myself a target of raising £??? (eg. £100) and I’d love you to sponsor me.*

*It’s Mental Health Awareness Week between May 10th and May 16th and for 7 consecutive days I will post a video or picture of me doing my yoga class. Sponsor me in advance or when you see I’ve shared these pictures by going to @* [*https://uk.virginmoneygiving.com/FYD4MH*](https://uk.virginmoneygiving.com/FYD4MH)*.*

*Use ‘****#MHAW21\_[my name]\_ [yoga studio/workplace/sports team – if relevant]\_7days****’ when you donate so I can see when I reach my target.*

*(For example. If Russel Brand was doing the challenge with his work colleagues at Healthy Snacks:  #MHAW21\_russelbrand\_healthysnacks\_7days’)*

*Suggested sponsorship; Low £ / Med £ / High £.*

*This is part of Flip Your Dog For Mental Health’s #MHAW21\_FYD4MH campaign and all proceeds go to Mind.*

*ABOUT MIND*

*Founded in 1946 Mind provides life changing advice and support to empower anyone experiencing a mental health problem. They campaign to improve services, raise awareness and promote understanding. They also lobby government and local authorities on behalf of people struggling with mental health issues. Read more @* [*www.mindcharity.org.uk*](http://www.mindcharity.org.uk)

 *Find out more about Flip Your Dog For Mental Health @* [*www.flipyourdogformentalhealth.com*](http://www.flipyourdogformentalhealth.com)

*Thanks for your support in raising awareness and funds for this life changing charity! Together we’re making the world a brighter place!*

(SCROLL DOWN FOR FUNDRAISING TIPS)

**A FEW TIPS FOR YOUR FUNDRAISING**

Tell your community what you are doing.

* People love to support good causes – BUT THEY NEED TO KNOW IT’S HAPPENING! Remind people too; we live busy lives and often people who want to sponsor forget.

Post a video explaining why you’re taking part

* Share your story. Mental health affects us all and by sharing our own stories we support others in sharing theirs. It’s okay to not be okay – and we can all give and receive support.

Suggest options of amounts people can donate

* Have a low, medium and high that reflects the economic situation of your friends and community. Remember every penny counts and this could be £2/£5/£7

Get other people involve

* We have all shared lockdown and this is a fantastic opportunity to bring a team of people together for a positive experience for a great cause. Create a team name and invite others to join you or suggest they take part by themselves and create some healthy fundraising competition!

Share pictures and video of you preparing / training;

* Show people what you will be doing and explain why you are raising money and why it’s important to you.

Get dressed up and be creative with your location.

* Everyone loves fancy dress. Be bold, be brave (be legal!) and have fun as you do your yoga. Go to the park, use a garden, use your kitchen or even do some yoga at work.

Do a last minute shout out and also let people know you completed the challenge!

* A lot of people have every intention of sponsoring and then forget so do a regular shout out and also let people know once you've done your challenge so they can sponsor your hard work!

(SCROLL DOW FOR INSTRUCTIONS ON HOW TO TAKE PART)

**HOW TO TAKE PART**

* Set yourself the goal of doing yoga for 7 consecutive days - this can be with us, a self practice at home or with any of your other favourite yogi’s.

(Remember yoga includes asanas, breathwork, meditation, reading about yoga)

ONCE YOU’VE SIGNED UP

* Let people know you are doing '7 DAYS OF YOGA FOR MENTAL HEALTH' with Flip Your Dog For Mental Health (#7daysofyoga4mentalhealth\_FYD4MH) and set your self a fundraising goal (e.g. £100).
* Share the donation link below and invite people to sponsor you.

<https://uk.virginmoneygiving.com/FYD4MH>.

* Ask people to use the hashtags below.
#MHAW21\_[your fundraising name]\_ 7daysofyoga4mentalhealth
* If you want to receive emails about how much you are your team have raised email us with the name you will use for your fundraising.
* Do yoga for 7 consecutive days
* Make noise about what you're doing! Post a picture or video of your preparation/practice, and the event itself on social media, you can even go live on IG or FB if you like. Explain you are raising money and awareness for @Mind for with Flip Your Dog For Mental Health and ask for sponsorship.
* Invite people to sponsor you by donating, and celebrate their support for this life changing campaign across their social media platforms.
* Nominate a friend to do the same