THANK YOU for your interest in planning a fundraiser to benefit the work of Mind Body Solutions! Every dollar you raise makes an impact - by helping us help others who are living with trauma, loss and disability find new ways to live and be in their bodies.

Below we have provided some steps and guidelines to assist you in planning your independent fundraiser. If you have any questions, please do not hesitate to contact MBS’ Development team:

Molly Bachman, Director of Development, molly@mindbodysolutions.org
Katie Kohlbeck, Development Coordinator, katie@mindbodysolutions.org

Thank you again for helping us, help others!

Getting Started…

1) I want to host a fundraiser to benefit Mind Body Solutions. How do I get started?

First and foremost, thank you for your interest in planning a fundraiser to support MBS! The first thing you should do is check in with Molly Bachman (molly@mindbodysolutions.org / 651-402-2037) to discuss your event. We also just love to hear what’s going on in the MBS tribe!

2) I need some ideas for what kind of fundraiser I want to plan.

That’s the fun part! Put your creativity to work. Consider if you want your fundraiser to be small and intimate, or larger scale. It can be as simple as asking for donations to MBS for your birthday or donating proceeds from a garage sale. Or think bigger! Get a local bar involved and host pub trivia, run a kickball tournament, or train for a marathon and ask your network to sponsor your efforts.

If you want to plan a larger scale event, be sure to take into account: venue hire, technology needs, expenses you may incur, volunteers, in-kind donations, and marketing. Take a look at more ideas listed at the end of this document to help inspire you as you decide what kind of event you want to plan.

3) How can I promote my event? Will Mind Body Solutions help with this?

Some effective ways to promote your event is to share on Facebook, Twitter, Instagram and any other social media channels you use. Reach out to your neighborhood’s newspaper, ask local businesses if they’d be willing to display a flyer, and ask your network to share your fundraiser far and wide!

Our team is small so unfortunately we cannot provide additional marketing support for your event. Also, the benefit of independent fundraisers is that you get to introduce the work of MBS to your network of friends, family and co-workers. But send us the details of your event and we will be happy to try and share on our social media and newsletter, as well.
4) Can someone from MBS come to my event and speak about your work?

Contact us if you are interested in having a MBS representative attend your event. Please note that we cannot guarantee availability.

5) Can you provide brochures and other collateral to share with guests?

Contact Molly Bachman (molly@mindbodysolutions.org) to discuss what resources you would like and availability.

6) Can I use the MBS logo on promotional materials?

Yes, you can! We just ask that you place the logo in a location that is not prominent along with language such as ‘Proceeds will benefit the work of Mind Body Solutions’ or ‘Funds raised will support the adaptive yoga program at Mind Body Solutions.’ These guidelines will help make it clear that your event is independent, and not officially sponsored by MBS. Feel free to contact us for help with this. Alternatively, send us a proof of the final invitation or flyer and we’ll make sure it’s good to go.

7) I want to do online fundraising. How does that work?

If your fundraiser will be ongoing or a long-term project such as training for a marathon, giving up coffee for a month, or asking for donations on your birthday, we recommend utilizing an online fundraising platform to easily and securely collect donations. Our preferred platform is Classy and you can easily get started with creating your own fundraiser at this link. Email katie@mindbodysolutions.org for assistance or questions.

8) I don’t want to deal with online fundraising. Just good ol’ fashioned checks and cash. How do I get these to you?

Hey, we get it. Sometimes cash and checks is easiest! At your event, collect all donations and submit them to us in one envelope along with our gift form (download from our website or contact molly@mindbodysolutions.org) so we know where the money came from. Please mail everything to: Mind Body Solutions, 17516 Minnetonka Blvd, Minnetonka MN 55345.

If someone wants to make a donation by check, have them write it out to ‘Mind Body Solutions.’ Once you submit the check(s) to us, we will send out a charitable contribution letter to the donor(s).

If you’re accepting credit card donations at your event, we suggest setting up a fundraising page on Classy (see previous question). Your guests can easily make their donation online on your fundraising page, or you can process it on their behalf. But, if you’d rather not handle credit card information, we highly recommend informing your guests that you are accepting cash and checks only.

9) What if I’m hosting an event and want to sell tickets online? What do you recommend?

We have personally used Eventbrite, and like how easy it is to create your event page, monitor guest list, run reports and send emails to your attendees. Other ticketing options you could look into are: Brown Paper Tickets, Ticket Leap or RegOnline.
Now onto the FUNdraising ideas…

**Teach a Donation-Based Yoga Class:** Share the work of MBS with your students! If you teach at a studio, see if you can use the space to host a class. Or teach a class in your backyard! Keep it small or plan a big event! Check out this [Kiss My Asana Donation Class Toolkit](#) to help you think through the details.

**Donate Your Birthday:** Do you have a birthday coming up? Consider “donating” it! It’s simple. Instead of gifts, ask your friends and family to make a donation in lieu of your special day. This same concept can easily work for graduation, anniversaries, engagements and weddings, too!

**Challenge Yourself:** Have a BIG goal you’ve been dreaming of? Maybe training for a marathon (or 5K), going on a trek, climbing a mountain… it doesn’t have to be quite so intense either. Maybe you simply challenge yourself to give up coffee or TV for a month. Pick your challenge and ask your network to sponsor your efforts.

**Garage Sale:** How does a little less clutter in your house sound? Spring and Summer are great times to clear out those things around your house that are collecting dust. Host a garage sale and donate part or all of the funds to Mind Body Solutions.

**Potluck Party:** Here’s another simple one. Gather your crew for a night in and ask everyone to bring a dish to share and a donation of what they’d normally spend on a night out.

**Book Swap:** This one is for the readers! Plan a book swap and ask your book buddies to each bring a book they’re willing to part with along with a suggested donation. For the donation, they get a new book and help bring the transformative elements of a mind-body practice to people living with trauma, loss and disability.

**Round-It-Up:** Do you own a cafe, restaurant or retail store? Another effective and easy way to raise funds is to “round-it-up!” Ask your customers or clients if they’d like to round up to the next whole dollar on their purchase, and the difference is donated to MBS (example: Their purchase comes to $30.92 and they round up to $31. That 8 cents is donated to MBS). It’s amazing to see how quickly small change can add up!

**Bottoms Up! for Mind Body Solutions:** Not sure if you’ve noticed but there are lots of breweries these days. You probably even have one or two as a neighbor! Check in with one of your local breweries and ask if they’d consider donating a percent or amount of each drink sold on a designated day. (Hint: It helps to ask them to do this on one of their slower days, like a day in the middle of the week). In exchange, you’ll bring in new customers while they enjoy some additional marketing. If breweries aren’t your thing, approach your local cafe or coffee shop and see if they’d consider this idea.

Check out [this list](#) for even more fun ways to fundraise!

Other questions not covered here? Get in touch with MBS Development:

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