

# Turn North Lincolnshire Blue Fundraising Guide

World Mental Health Day 2026



# Welcome to Team



**Blue!**



Wear blue. Raise awareness. Support local lives.

Thank you for choosing to take part in Turn North  
Lincolnshire Blue.

By taking part, you're helping raise awareness of mental  
health while supporting local people across North  
Lincolnshire.

Whether you're taking part on your own, with friends  
and family, through your workplace, sports club,  
community group or local business, every conversation  
started and every pound raised makes a difference.

**Together, let's turn North Lincolnshire blue this  
October!**



# Your Blue Action Plan

Not sure how to begin your fundraising? No problem. Here are our top tips for getting off to a flying start:

## Your First Three Blue Missions

### 🎯 Mission 1

Choose your date.

### 🎯 Mission 2

Invite friends, family or colleagues to join you and wear blue.

### 🎯 Mission 3

Set up your JustGiving page by scanning the QR code or visiting:  
[www.justgiving.com/campaign/turnnlblue26](http://www.justgiving.com/campaign/turnnlblue26) and share it on social media.

Start here!



**Don't worry if your fundraising doesn't take off straight away. Most donations come after you've shared your page a few times!**

## Ideas to make it your own!

- Wear Blue Day
- Blue Bake Sale
- Blue Coffee Morning
- Blue Sports Day
- Blue Hair Challenge
- Blue Office Decorations
- Blue Cake Competition
- Blue Dog Walk
- Blue Raffle
- Blue Quiz



## Your Impact



Every donation makes a direct, local difference. Here is what your fundraising can help:



Could provide resources and materials for a Recovery College or wellbeing session.



Could help fund a WRAP group session, helping people build practical tools to support their mental health.



Could help fund peer support sessions that reduce loneliness and isolation



Could help fund our Safe Space late night support line, giving people somewhere to turn before reaching crisis point.

# 10 Easy Ways to Raise



- ♥ Wear Blue Day (Suggested donation)
- 🍰 Blue bake sale
- ☕ Coffee morning
- 🎫 Raffle
- 🎂 Guess the cake weight
- 🎈 Guess how many balloons
- 🎨 Decorate your desk
- 🏆 Blue competition
- 🎤 Staff karaoke
- 🏢 Ask your employer if they'll match your fundraising



## Your Blue Checklist

- ☐ We've picked our date
- ☐ We've told everyone
- ☐ We've shared on Facebook
- ☐ We've displayed our posters
- ☐ We've worn blue
- ☐ We've raised our first £25
- ☐ We've thanked everyone
- ☐ We've tagged North Lincolnshire Mind
- ☐ We've paid in our fundraising



**I've helped Turn North  
Lincolnshire Blue!**



# Spread the Blue!

## Ready made social media posts



### Not sure what to post?

We've got you covered! Simply copy, paste and personalise the captions below before sharing your JustGiving page. The more you share your journey, the more awareness you'll raise and the more likely people are to support your fundraising.

#### **1. We're Taking Part!**

 Photo idea: Your team wearing blue, your workplace, school or organisation logo or our 'We're Turning North Lincolnshire Blue' graphic.

##### **Copy & Paste Caption:**

 We're proud to be taking part in Turn North Lincolnshire Blue this World Mental Health Day to support North Lincolnshire Mind.

By wearing blue and raising funds, we're helping local people access vital mental health support when they need it most.

If you'd like to support us, you can donate here:

 [Insert fundraising link]

Let's turn North Lincolnshire blue together! 

#### **2. Challenge Another Organisation!**

 Photo idea: Your team pointing at the camera, holding a "We Nominate..." sign, or everyone wearing blue.

##### **Copy & Paste Caption:**

 We've signed up to Turn North Lincolnshire Blue this October in support of North Lincolnshire Mind and we'd love to see even more organisations getting involved!

We're challenging:  @Business 1  @Business 2  @Business 3

to join us by wearing blue, raising awareness and supporting local mental health this World Mental Health Day.

Will you accept the challenge?  Find out more and sign up here:  [Insert sign-up link]

Let's turn North Lincolnshire blue together!

#### **4. Fundraising Update**

 Photo idea: Donation total, cake sale, raffle, coffee morning or smiling participants.

##### **Copy & Paste Caption:**

WOW!

 Thanks to your incredible generosity we've now raised £\_ for North Lincolnshire Mind! Every donation helps local people access mental health support right here in North Lincolnshire.

Thank you so much to everyone who's supported us.

If you'd still like to donate:

 [Insert fundraising link]

### **3. It's Blue Day!**

 Photo idea: Group photo of everyone wearing blue.

#### **Copy & Paste Caption:**

💙 Today we're turning North Lincolnshire Blue!

Our team is proudly wearing blue to help raise awareness of mental health and support North Lincolnshire Mind.

Thank you to everyone who has donated and joined in so far.

If you'd still like to support us, there's still time!  [Insert fundraising link]

#TurnNLBlue

### **5. Thank You!**

 Photo idea: Team photo or screenshot of how much raised

#### **Copy & Paste Caption:**

A huge THANK YOU to everyone who helped us Turn North Lincolnshire Blue this World Mental Health Day. 💙

Together we raised awareness, started important conversations and raised £\_\_\_\_\_ for North Lincolnshire Mind.

Every pound raised will help local people access mental health support when they need it most.

Thank you for making such a difference. 💙

### **Top fundraising tips**

 Posts with a photo usually receive more engagement and donations.

💙 Tag North Lincolnshire Mind so we can share your posts.

 Tag other local businesses, schools or organisations and invite them to take part.

 **17 July** Share your fundraising page more than once throughout your campaign.

 Thank everyone who supports you.

 Tag us and use #TurnNLBlue so we can celebrate everyone taking part.

## Need Some Help?

We are here for you. If you have questions please contact us.

 **01724 279 500**

 **[fundraising@nlmind.org](mailto:fundraising@nlmind.org)**

 **[www.nlmind.org](http://www.nlmind.org)**

 **@nlincsmind**

 **@nlincolnshiremind**