



 mind
North
Lincolnshire



Mental Elf Festive Fun Run 2026 Fundraising Guide



Welcome to Team



Mental Elf!



Thank you for signing up to Mental Elf Festive Fun Run 2026!

Last year, more than 150 amazing elves came together to raise over £4,000 for local mental health services. This year, we'd love you to help us make an even bigger difference.

Every pound you raise stays right here in North Lincolnshire, helping local people access mental health support when they need it most.

Together let's make this year even bigger!



Your Elf 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 Elf Missions

🎯 Mission 1

Set up your JustGiving page by scanning the QR code
or visiting: www.justgiving.com/campaign/nlmindmentalelf26

🎯 Mission 2

Share it on Facebook and/or Instagram.

🎯 Mission 3

Ask your five closest friends or family members to sponsor you first.

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

Start here!



Tell people why you're taking part. Whether you're running in memory of someone, supporting better mental health or simply wanting to give back, people are much more likely to donate when they know why it matters to you.

Keep Training & Stay Well: Connect with fellow runners, stay active and take notice of the difference you are making.



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



-  Christmas Jumper Day
-  Guess the number of baubles
-  Hot chocolate morning
-  Christmas raffle
-  Festive bake sale
-  Elf selfie competition
-  Office sweepstake
-  Christmas quiz
-  Guess the teddy's name
-  Ask your employer if they'll match your fundraising



Your Mental Elf Checklist

- ☐ I've set up my JustGiving page
- ☐ I've set my fundraising target
- ☐ I've shared my page on Facebook/Instagram
- ☐ I've asked my friends and family to sponsor me
- ☐ I've asked my colleagues to sponsor me
- ☐ I've invited a friend to join me
- ☐ I've got my Christmas outfit ready
- ☐ I've raised my first £25
- ☐ I've shared an update about my training or walks
- ☐ I've thanked everyone who donated
- ☐ I've invited friends and family to come along and cheer me on
- ☐ I've tagged North Lincolnshire Mind in my event day photos



I've completed Mental Elf!



Spread the Festive Cheer!

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 likely people are to donate!

1. I'm In!



Photo idea: A selfie, our "I'm taking part" graphic, or a photo of your Christmas jumper.



Copy & Paste Caption:



I've signed up for Mental Elf Festive Fun Run 2026 on Sunday 6 December to support North Lincolnshire Mind!

I'm aiming to raise £_____ to help local people access mental health support when they need it most.

Every donation, big or small, makes a huge difference. If you'd like to support me, here's my fundraising page:  [Insert JustGiving link]

Who's going to join me?  

2. Training Update



Photo idea: A photo from your walk, run or training session.



Copy & Paste Caption:

Training for Mental Elf is well underway! 

Every step is bringing me closer to event day

I'm taking on this challenge to support North Lincolnshire Mind and would be so grateful if you could support me too.



Donate here:  [Insert link]



3. Fundraising Milestone



Photo idea: A screenshot of your JustGiving page or a celebratory selfie.



Copy & Paste Caption:

WOW! 

I've just reached £_____ towards my fundraising goal!

Thank you so much to everyone who has donated so far.

If you'd like to help me get to my target, there's still time.



[Insert link]



4. Final Countdown



Photo idea: A sneak peek at your costume or a photo of your trainers.



Copy & Paste Caption:



Only [X] days until Mental Elf!

I'm looking forward to pulling on my Christmas outfit and taking on the 5K to raise money for North Lincolnshire Mind.

If you've been meaning to sponsor me, there's still time!

Every donation helps support local mental health.



[Insert link]



5. Event Day!



Photo idea: A photo in your costume or at the event



Copy & Paste Caption:



Mental Elf day is finally here!

I'm ready to pull on my Christmas outfit and take on the 5K for North Lincolnshire Mind!

Thank you to everyone who's supported me so far.

If you'd still like to donate, there's still time!



[Insert link]



Top fundraising tips



Posts with a photo usually receive more engagement and donations.



Tell people why you're taking part.



Share your fundraising page more than once.



Thank everyone who donates.



Tag us on Facebook or Instagram and use #NLMindMentalElf26 so we can cheer you on!

Need Some Help?

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



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