

# Everyone Summits Downloadable Templates

## **Marketing and Promotional Tactics and Materials**

This section contains the preapproved marketing and promotional materials for your Everyone Summits event. These materials will assist you in marketing to students (to recruit their participation), fundraising with peers and local businesses, and to generate overall awareness of mental health.

You will find these templates below:

### **Talking Points for Describing the Event Template**

### **Email Recruiting Template to College Clubs**

### **Elevator Speech to Clubs, Classes, and Faculty**

### **Poster Template**

### **Flyer Template**

### **Signage for Trail**

### **Social Media Assets**

#### **Social Media Poster Template**

#### **Social Media Guide**

### **Article for School and Local Newspapers**

### **Press Release**

### **Article “Mental Health Needs Discussion—Conversations Are Contagious”**

### **Article for Greek Life “HEY MAN. YOU GOOD?”**

### **Local Business Letter to Solicit Contributions for Expenses Template**

### **Local Business Slide Presentation to Solicit Contributions**

### **Instructions for Participants on How to Set Up Their Fundraising Page**

### **Tips for Climbers/Hikers Email**

## Talking Points for Describing the Event Template

These notes can help you clearly describe the event to your school administrator/advisor.

“I am looking for some guidance in organizing a campus activity called Everyone Summits. It is a brand-new event and is taking place in April and May of 2020. The Jed Foundation (JED) is working toward making it an annual event. It will be a series of hikes and climbs around the country. The purpose is twofold. The first objective is to raise awareness for student mental health and provide an event to experience the social connectedness, teamwork, resilience and mental health benefits gained through being in the outdoors. The second objective is to raise funds for JED whose mission is to protect emotional health and prevent suicide for teens and young adults. I am the student organizer from our school.

These events raise funds using the peer to peer model, whereby I recruit participants (other students, faculty, community members). The participants hike or climb and fundraise by soliciting donations from their peers (family, friends, etc.). JED provides an online fundraising platform to collect donations. Each participant sets up their own fundraising page.

JED also provides me with the "know how" to carry out these events and marketing materials to recruit participants and fundraise. The mental health awareness is built through the use of these marketing materials which are appropriately placed all over campus, used through social media and spoken of wherever we can secure an audience (e.g., 5 minutes during a class, at a club meeting, etc.).

Then at the actual event, participants will experience first-hand the many benefits from coming together and working toward a summit in the outdoors.

In case you are not familiar with JED, here is some information. JED is a nonprofit that exists to protect emotional health and prevent suicide for our nation’s teens and young adults. They’re partnering with high schools and colleges to strengthen their mental health, substance abuse and suicide prevention programs and systems. They’re equipping teens and young adults with the skills and knowledge to help themselves and each other. They’re encouraging community awareness, understanding and action for young adult mental health. You can learn more at [jedfoundation.org](http://jedfoundation.org). JED Campus currently has 300 participating colleges/universities and is a signature program designed to guide schools through a collaborative process of comprehensive systems, program and policy development with customized support to build upon existing student mental health, substance use and suicide prevention efforts. You can learn more at [jedcampus.org](http://jedcampus.org).”

The reason JED chose climbing and hiking as their campus fundraising event is because it is an activity that can help model ways to decrease risk factors and increase protective factors for mental health. Activities undertaken directly relate to JED’s comprehensive approach by encouraging help-seeking, help giving, promoting resilience and social connectedness. Persevering through a climb helps to build resilience which is a life skill that transfers far beyond the trail. Social connectedness is a factor that help protect people from being lonely and isolated which can put people at significant risk for mental health problems and/or suicidal behavior. Everyone Summits is intended to support new social relationships and feelings of being connected to the campus community. These behaviors can help lower risk. When you are climbing you become connected with others, even if you start out as strangers. The name, Everyone Summits, is relevant to JED’s mission because everyone has their own personal summit and by climbing or supporting a climber in Everyone Summits you will help yourself and others get closer to that goal. Finally, being outdoors has been known to reduce anxiety and depression and negative thinking. It increases well-being, relaxation and cognitive function.

I hope I have provided you with the information you need and thank you for your time and interest. Can you help get me started with understanding the permissions I might need, and how to get them, where I might go to for financial support to cover expenses, as well as how to contact student groups that may wish to participate?”

## Email Recruiting Template to College Clubs

This email can be sent to college clubs and organizations to solicit individuals and teams to participate. Copy and paste it into an email.

Dear (NAME),

I am writing to ask you to join us in a climb (hike) we are planning for (date) at (location). (If you are organizing as part of a group, add your information about your group here.)

This event is called Everyone Summits and will raise funds for The Jed Foundation (JED).

JED is a national non-profit that exists to protect emotional health and prevent suicide for teens and young adults. JED works in colleges, universities and online. I encourage you to check out their programs and resources at [jedfoundation.org](http://jedfoundation.org) and especially their [Seize the Awkward](#) campaign. You can learn about their college program at [jedcampus.org](http://jedcampus.org) and high school programming at [SettoGo.org](http://SettoGo.org). Also check out their college mental health resource center at [Ulifeline](#) where in addition to getting information for you or a friend, you can take an anonymous mental health screener and see what Billie Eilish and Ava Max are saying about mental health . You can also find your school to see campus specific resources and information.

The reason JED chose climbing and hiking as their campus fundraising event is because it is an activity that can help model ways to decrease risk factors and increase protective factors for mental health. For example, when taking on a challenging climb or hike, it is likely that you will need to check in with your peers and see how everyone is doing. There may be times when you need to ask for help. These behaviors directly relate to JED's comprehensive approach by encouraging help-seeking, help giving, promoting resilience and social connectedness. Persevering through a climb helps to build resilience which is a life skill that transfers far beyond the trail. Social connectedness is a factor that help protect people from being lonely and isolated which can put people at significant risk for mental health problems and/or suicidal behavior. Therefore, supportive social relationships and feeling connected to campus, community, family and friends are protective factors that can help lower risk. When you are climbing you become connected with others, even if you start out as strangers. The name, Everyone Summits, is relevant to JED's mission because everyone has their own personal summit and by climbing or supporting a climber in Everyone Summits you will help yourself and others get closer to that goal. Finally, being outdoors has been known to reduce anxiety and depression and negative thinking. It increases well-being, relaxation and cognitive function.

I hope you will join me and get your peers and friends and family to do the same. You can contact me at (your contact info) for more information.

Thank you,

(Your name)

## **Elevator Speech to Clubs, Classes, and Faculty**

**This is a brief presentation you can give to groups such as classes and clubs to solicit individuals and teams to participate.**

**“Hi and thank you for your attention for a few minutes to tell you about an event we are hosting on (DATE) called Everyone Summits.**

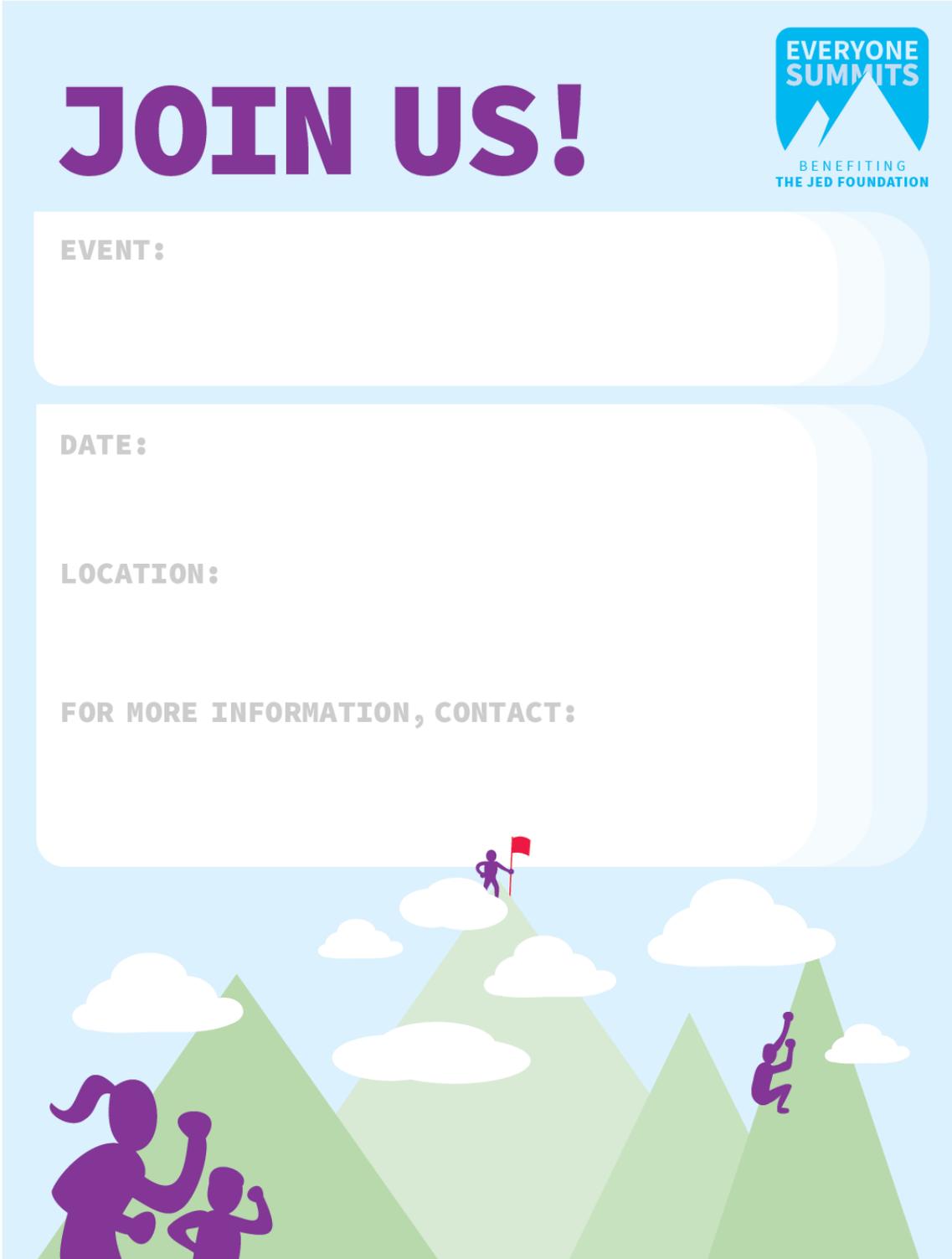
**It is a climb (or hike) that benefits The JED Foundation. The purpose is twofold. First is to raise awareness and show support for student mental health and provide an event to experience social connectedness and mental health benefits gained through being in the outdoors. The second objective is to raise funds for JED, a national non-profit, whose mission is to protect the emotional health and prevent suicide for teens and young adults.**

**I am asking you to join us on (date) to climb (or hike) (location). In addition to the physical activity the day of the climb (hike), in advance you fundraise by soliciting donations from family, friends, etc. You would have your own online fundraising page to collect donations.**

**One of JED’s visions is to equip students to navigate mental health challenges, seek and give help, and are emotionally prepared to fulfill their potential. JED works in colleges, universities and high schools and has a robust online communication platform with helpful resources.”**

**Poster Templates**

This poster can be placed around campus and in the community (e.g., pizza shop) to gain awareness of the event and solicit participation.



**Flyer Template (Info Sheet)**

This flyer can be handed out at events such as sporting events to gain awareness of the event and solicit participation.

**EVERYONE SUMMITS**  
BENEFITING THE JED FOUNDATION

# JOIN US!

**EVENT:**

**DATE:**

**LOCATION:**

**FOR MORE INFORMATION, CONTACT:**

The flyer features a light blue background with a stylized mountain range at the bottom. The mountains are green and white, with white clouds scattered across the scene. Silhouettes of people are shown: a woman and a child on the left, a person climbing a mountain on the right, and a person standing on a peak holding a red flag in the center. The text is in a bold, green, sans-serif font.

Signage for Trail

These signs can be used the day of your event.

**WELCOME TO:**





**supports EVERYONE SUMMITS**  
benefiting **JED**



**A LITTLE MORE AND  
YOU'LL BE AT THE SUMMIT!**



# GREAT JOB!

## YOU MADE IT!

Thanks for supporting  
**JED - EVERYONE SUMMITS** and:



# THANK YOU!

EVERYONE SUMMITS THANKS:



**VOLUNTEERS**

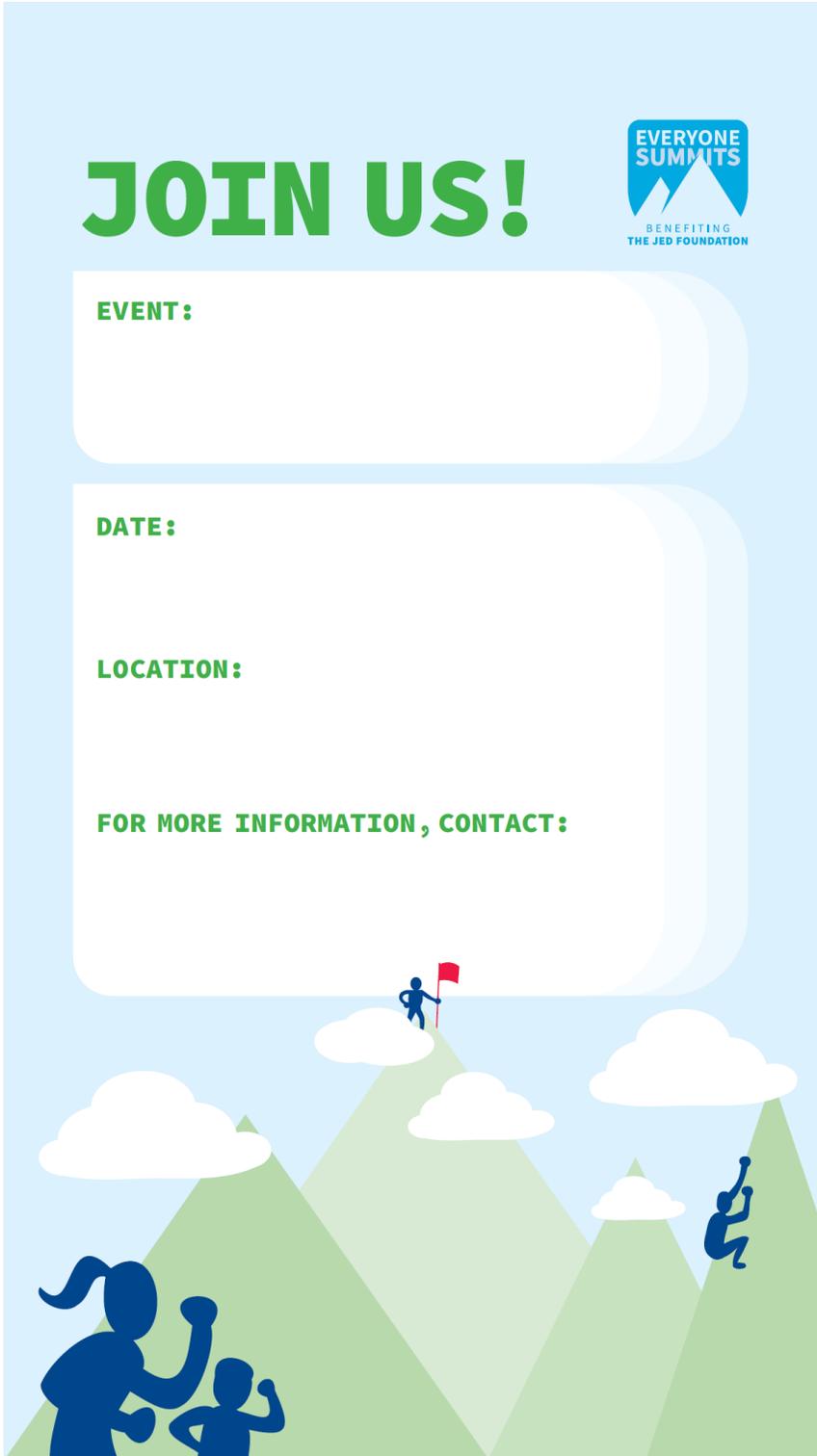
**CORPORATE SPONSORS**

**LOCAL SPONSORS**

## Social Media Assets Templates

### [Social Media Posters](#)

These posters can be used on Instagram to spread awareness of your event and solicit participation.



# JOIN US!



**EVENT:**

**DATE:**

**LOCATION:**

**FOR MORE INFORMATION, CONTACT:**



# JOIN US!



**EVENT:**

**DATE:**

**LOCATION:**

**FOR MORE INFORMATION, CONTACT:**



## [Social Media Guide for Everyone Summits](#) [Benefiting The Jed Foundation \(JED\)](#)

Welcome to the Everyone Summits Social Media Guide. We are thrilled that you've decided to join in The Jed Foundation's mission and organize your own fundraising event to support the emotional health of young adults.

Social media is one of the most powerful tools to drive awareness, participation, and support for your event. In this guide, you'll find tips for getting the word out about your Everyone Summits event via social media. If you have any questions or concerns about the information provided, please reach out to [The Jed Foundation](mailto:info@jedfoundation.org) at [info@jedfoundation.org](mailto:info@jedfoundation.org)

### **Guidelines for Using Social Media to Promote Your Event:**

#### **1. Stay connected to The Jed Foundation's social media efforts**

Tagging @jedfoundation in your posts is a great way to extend the reach of your promotional efforts and reinforce the connection to our wider mission. JED shares photos, videos, insights, and information regularly on its channels. Feel free to reshare our posts to let people know more about why you're supporting our mission. .

Follow Us on Social Media:

- [Twitter](#)
- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [YouTube](#)

#### **2. Actively manage your channels**

Social media is a powerful communication tool to raise awareness, but it's also about developing a community of supporters around your cause. Followers of your event may have questions, concerns, or want to get involved through comments and direct messages. Actively monitor your account to ensure you're keeping the community up to date and informed.

#### **3. Document your event**

Part of being authentic is showing the people behind your cause. A small shout-out can go a long way to bond your community together and take your social media presence to the next level. Using your smartphone's camera to capture photos and videos throughout your journey is a great way to showcase all the great work

you are doing.

**4.** Always have your “social media hat” on as you continue to develop your event. Capture committee meetings, local outreach, and all that goes into this event. People will get behind your event as the story unfolds, so don’t be afraid to tell it.

## **5. Link in the bio**

Adding the link to your fundraising page in the bio of your and your participants’ social media profiles is a great way to give your network easy access to information about the event and an opportunity to contribute to your cause.

## **6. Always ask for consent before posting people**

Do not broadcast any confidential information, nor post content of people on social media unless you have their consent to do so. It is important to respect the people involved in your event and ensure the safety of all involved. Always ask for their permission before posting.

## **Sample Social Media Posts**

*Below are examples of social media posts that can be used to promote your event. Feel free to adjust as needed.*

### **Sharing your fundraising page**

#### Sample Copy:

I’m proud to announce the launch of NAME’s Everyone Summits. This event raises awareness, education, and action in support of @jedfoundation’s mission to protect emotional health and prevent suicide for our nation’s teens and young adults. Visit the link in my bio to learn more, contribute to this great cause, and participate in this event.

#### Example Imagery:

Post pictures of your team members wearing your Everyone Summits shirts, holding up a flyer/poster for your event, etc.

## Showcasing your committee/team of volunteers

### Sample Copy:

We are pleased to welcome NAME to our Everyone Summits volunteer committee. NAME will join our team to raise awareness about the event and @jedfoundation's mission to protect emotional health and prevent suicide for our nation's teens and young adults. Want to get involved or learn more about the Everyone Summit? Visit the link in our bio for more info.

### Example Imagery:

A photo/video of your team member  
A photo/video of a committee meeting

## Thank organizations and/or individuals for their sponsorship of your event

### Sample Copy

Sending a big thank you to NAME for contributing to Everyone Summits and supporting @jedfoundation's important mission to protect the emotional well-being of our nation's teens and young adults. Join NAME and the entire Everyone Summits team on DATE to participate in this event. Visit the link in our bio for more information on how you can contribute to this great cause.

### Example Imagery

Photo/video of volunteers at a specific local business  
Owner-approved imagery of their business

## Sharing Media Mentions

### Sample Copy

Good news spreads fast! Our Everyone Summits event was covered by PUBLICATION TITLE. We're excited to get the word out about this great cause. Check out the link in our bio for more information about how you can get involved.

### Example Imagery

Reshare/repost of the media mention

## Week-of Everyone Summits Countdown

### Sample Copy

Only NUMBER of days left until our Everyone Summits in LOCATION. We can't wait! Visit the link in our bio to learn what this event is all about.

Can't believe we are NUMBER days away from the Everyone Summits event. Join us as we support the @jedfoundation's mission to protect the emotional health and prevent suicide for our nation's teens and young adults. Click the link in our bio for more info.

#### Example Imagery

Photo of volunteers smiling and holding up a number of fingers representing the amount of days left until the Everyone Summit

photo featuring a number representing the amount of days left until the Everyone Summit

### **Day-before Everyone Summit**

#### Sample Copy

We can't believe today is the day! Join us in our mission to help protect emotional health and prevent suicide for our nation's teens and young adults at TIME at LOCATION for the Everyone Summits event. See you there!

#### Example Imagery

Photo of a volunteer looking excited and featuring some of the Summit materials featuring branded elements.

### **Day-of Everyone Summit: Set-up**

#### Sample Copy

We are getting ready to go at today's Everyone Summits event, and you can feel the excitement in the air. Not only are we gathering for an amazing cause, but it's inspiring to see all our hard work come together. Head on over to LOCATION and join in the fun!

#### Example Imagery

Photo of volunteers setting-up at the event

Photo of Summit materials like signage being put-up along the trails

Photo/video of people gathering at the event

Photo/video of any speakers addressing the attendees before the Summit

Photos of participants during the event

### **Day-after the event**

#### Sample Copy

Sending a big thank you to all our volunteers and participants who made yesterday's Everyone Summits event possible(share the donation total if applicable). We couldn't have done it without everyone's help. Together,

we made a difference to support the emotional health and well-being of teens and young adults within our community and beyond. Can't wait for the next Summit. See you there!

Example Imagery

Photo of smiling volunteers

A group shot of volunteers/participants from the event

Photos of any press coverage of the event

## Public Relations Templates

### Article for School and Local Newspapers

**You can request a newspaper to run this article to gain awareness of the event and solicit participation.**

#### Everyone Summits Peer Fundraising Events – Be a part of the Climb

In recent years, mental health has become a popular topic of discussion. Many have come together to challenge the stigma surrounding mental illness. However, we still have a long way to go. The Jed Foundation (JED) is giving us a push toward our goal. JED is organizing a peer fundraising event called Everyone Summits.

Everyone Summits is a series of climbs and hikes that will be taking place across the country. The fundraising event will be organized by campus and community organizations who are passionate about raising awareness for the mental health of teens and young adults.

Whether you climb, hike, donate, fundraise, or organize the event, Everyone Summits allows people of all ages and all abilities to come together and show support for those struggling with mental health.

One in five young adults will experience a mental health challenge each year, with issues like depression and anxiety getting in the way of academic success. Everyone Summits lets us acknowledge the mountains and trails these teens and young adults have to go through in their everyday life.

The fundraising aspect of this peer event will benefit JED. The Jed foundation is a national non-profit that exists to protect the emotional health and prevent suicide of our nation's teens and young adults.

This year marks the 20th anniversary of the Jed Foundation. To celebrate this occasion, they're asking you to be a part of the climb and shine a light on the uphill battle facing our teens and young adults.

If you're interested in being a part of the climb, join:

[Insert event name]

[Insert date]

[Insert location]

For more information contact:

[Insert organizer contact info]

## Press Release

You can send this to various media outlets (newspapers, radio stations) for them to write their own story about your event.

### Everyone Summits Peer Fundraising Events to benefit The Jed Foundation (JED)

February 1, 2020

On [INSERT DATE], X [NUMBER OF PEOPLE] will gather together as part of Everyone Summits to summit [NAME OF LOCATION] to raise awareness for a mental health and suicide prevention. Everyone Summits is a series of climbs and hikes that will be taking place across the country, many during May's Mental Health month, driven by student and community organizers who are passionate about raising awareness for student, teen and young adult mental health. The name Everyone Summits is meant to signify that everyone has personal emotional struggles independent of a mental health diagnosis and to give credence to the need for everyone to come together to do what they can to raise awareness and show support against crippling social norms of stigma; shame and prejudice against the showing of emotions, especially among men, and to those with mental conditions.

Everyone Summits brings together many of the elements of mental health protective factors such as social connectedness, resilience, help requesting and giving, and the mental health benefits of the natural outdoors.

Organizers of Everyone Summits events will come from students who are in fraternities and sororities, mental health clubs, outdoor clubs or just individually motivated students who seek to make a difference on their campus. Many schools are part of the JED Campus program. Community organizers who are not students can also play a large part. People of all ages and all abilities are welcome to join in the climbs and hikes, help peer fundraise, and donate.

The fundraising aspect of this peer event will benefit JED. JED is a national non-profit that exists to protect the emotional health and prevent suicide for our nation's teens and young adults. JED does its work in colleges, high schools and on-line.

One in five young people will experience a mental health challenge each year, with issues like depression and anxiety acting as significant impediments to academic success for many students. Additionally, individuals ages 15-21 are significantly more likely to report their mental health as fair or poor than the two generations before them, according to the American Psychological Association's annual Stress in America report.

#### About The Jed Foundation (JED)

JED is a nonprofit that exists to protect emotional health and prevent suicide for our nation's teens and young adults. We're partnering with high schools and colleges to strengthen their mental health, substance abuse and suicide prevention programs and systems. We're equipping teens and young adults with the skills and knowledge to help themselves and each other. We're encouraging community awareness, understanding and action for young adult mental health. Learn more at [jedfoundation.org](http://jedfoundation.org).

Check out our programs including: **JED Campus** ([jedcampus.org](http://jedcampus.org)), **Set to Go** ([setto.go.org](http://setto.go.org)), **ULifeline** ([ulifeline.org](http://ulifeline.org)), **Half of Us** ([halfofus.com](http://halfofus.com)) and **Love is Louder** ([loveislouder.com](http://loveislouder.com)).

Connect with JED: [Email](mailto:) | [Twitter](https://twitter.com/) | [Facebook](https://www.facebook.com/) | [Instagram](https://www.instagram.com/) | [YouTube](https://www.youtube.com/) | [LinkedIn](https://www.linkedin.com/)

Meg Woodworth

Y&R PR for JED

[JEDmedia@yr.com](mailto:JEDmedia@yr.com)

212-303-2306

## Article “Mental Health Needs Discussion—Conversations Are Contagious”

This is another article that can be given to news outlets. It speaks to the story behind Climb for Quent and the need for conversations about mental health.

*“MENTAL HEALTH NEEDS DISCUSSION—CONVERSATIONS ARE CONTAGIOUS” (by JED volunteer Wendy Biderman)*

*The world takes notice when a famous chef, designer, sports hero or entertainer takes their own life. In the immediate aftermath, the media examines the lives of the celebrity, who, often unbeknownst to others, had an inner turmoil that pushed them to take their own lives. Feelings of depression and despair are often deftly hidden because the stereotypes of mental illness and the fear of being different frequently discourage exposing one’s mental health needs in public.*

*Depression, despair and suicide affect not only celebrities but also people in all professions, across every economic level and at almost every stage of life. One particularly vulnerable group are teens and young adults. Both males and females in this age range suffer significantly from anxiety, depression and suicide. They have an especially strong need to blend in with their peers, not call attention to themselves and a reluctance to disclose feelings of mental distress. With males, societal stigmas and stereotypes are traditionally stronger than with females and many young men work especially hard to conceal their mental health problems. Over time, the hiding of emotional issues can take its toll and the result is very often a suicide attempt. One example of this is Quentin (Quent) Alcorn.*

*Quent had just completed his 3rd year at the University of Virginia (UVA). He was an all-round guy. He was an accomplished scholar and athlete (chemical engineering student and Virginia State wrestling champion). He was a genuine friend, devoted brother and son. He was the president of Xi Chapter of Theta Chi fraternity at UVA. His fraternity brothers described Quent as a shining example of the positive impact Greek members can have on the community. He was described as a leader who was “brilliant, honest and selfless.” He was dedicated, had a love of learning and a sense of humor. Outside of school Quent fished, sailed and climbed Mt. Rainier. He was described by friends and family as always helping others. Quent was the person others went to for support, but he was unable to ask for help to quell his own inner turmoil. On June 15, 2015 Quent took his life.*

*After Quent’s suicide, his family was overcome with grief, shock and disbelief. To pick up the pieces of their shattered lives, Quent’s father and brother spoke at meetings about mental health on high school and college campuses and online. Through discussion the students learned to access and share community mental health resources, to check in on their peers and to ask a friend if he or she was okay. The Alcorns realized that mental health needs discussion, especially among young men, and that conversation is contagious. Recently released suicide data research from the Center for Disease Control (CDC) supports the Alcorn family’s realization about the need for conversation.*

*In the summer of 2018, Quent’s family, fraternity brothers and friends arranged a climb of Mount Rainier to honor Quent (Climb for Quent) and to raise money for mental health awareness. The charity they chose to donate the \$87,000 they raised was The Jed Foundation (JED).*

*JED is a national nonprofit created in the year 2000 after the suicide of the founders’ college age son. JED exists to protect the emotional health and prevent suicide for teens and young adults. JED provides an extensive online resource center that includes ways to seek help and to help a friend. JED partners with high schools and colleges to strengthen their mental health, substance abuse and suicide prevention programming and systems. It strives to equip teens and young adults with the skills and support they need to grow into*

*healthy, thriving adults. JED reaches out to Greek life organizations on college campuses. JED encourages community awareness, understanding and action for young adult mental health. Inspired by Climb for Quent, JED has engaged students from across the country to participate in Everyone Summits peer fundraising climbs and hikes. (Include local information here on how to join.)*

*Learn more at [jedfoundation.org](http://jedfoundation.org). Check out their programs including:*

*[JED Campus](http://jedcampus.org) (jedcampus.org), [Set to Go](http://settogo.org) (settogo.org), [Seize the Awkward](http://seizetheawkward.org) (seizetheawkward.org), [ULifeline](http://ulifeline.org) (ulifeline.org), [Half of Us](http://halfofus.com) (halfofus.com) and [Love is Louder](http://loveislouder.com) (loveislouder.com).*

*Connect with JED on social media: [Twitter](#) | [Facebook](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#)*

## Article for Greek Life “HEY MAN. YOU GOOD?”

(Reprinted from the Spring 2018 issue of *Maltese Cross*; Phi Kappa Sigma’s quarterly magazine, by Connor Skaggs (with permission). This is another article that is written with fraternities in mind and may be used to recruit Greek Life Organizations and Sports Teams on campus to form their own teams to participate.

*“Hey, Man. You Good?”*

*Reprinted from the Spring 2018 issue of Maltese Cross; Phi Kappa Sigma’s quarterly magazine, by Connor Skaggs*

*“Conversations about mental health are hard. We, humans—but also, we men, and especially we fraternity men—don’t like to talk about our feelings. Those conversations scare us and make us feel vulnerable and most of us try to avoid them. The stigma that has made it hard to talk about mental health in a lot of ways has also made the problem worse.*

*In truth, there’s something to be said for the potentially lifesaving power of an awkward moment. The Jed Foundation (JED) in partnership with the Ad Council, AFSP and Droga5 addresses this in its “Seize the Awkward” campaign. They hope these PSAs will circulate around social media and start to make talking about our feelings okay, encouraged even.*

*The first online video features the anthropomorphized awkward silence played by the Broadway star Gideon Glick in a brown turtleneck. Addressing the cringeworthy moments we find ourselves in every day, from unwanted silences to eye contact at the urinal, he tells us to “seize the awkward” especially if it means having a difficult discussion about a friend’s mental health. The conversation “Seize the Awkward” starts is an important one, that needs to happen now.*

*“Depressed,” “anxious,” “suicidal”—these words scare us, and we typically avoid things that scare us. But if we trust our brothers, which we do, and if we’re responsible for them, which we are, then we must be able to say, “Hey man, you good?” when someone just isn’t acting like himself.*

*And when a brother asks, we need to have the emotional strength and maturity to say, “No I’m not.”*

*College is stressful. People get depressed. We’re not always in control of our own thoughts and emotions. These are facts. The question is how do we address it, to which JED reminds us that not only is it okay to talk about it with each other but, it’s our responsibility.*

*For more information on Seize the Awkward, visit [www.seizetheawkward.org](http://www.seizetheawkward.org).” To support The Jed Foundation (JED) join Everyone Summits, their country wide series of student organized peer fundraising climbs and hikes. (Include local information about event here.)*

*JED is a nonprofit that exists to protect emotional health and prevent suicide for our nation’s teens and young adults. They’re partnering with high schools and colleges to strengthen their mental health, substance abuse, and suicide prevention programs and systems. They’re equipping teens and young adults with the skills and knowledge to help themselves and each other. They’re encouraging community awareness, understanding and action for young adult mental health.*

*Learn more at [jedfoundation.org](http://jedfoundation.org). Check out their programs including:*

*JED Campus ([jedcampus.org](http://jedcampus.org)), Set to Go ([settogo.org](http://settogo.org)), Seize the Awkward ([seizetheawkward.org](http://seizetheawkward.org)), ULifeline ([ulifeline.org](http://ulifeline.org)), Half of Us ([halfofus.com](http://halfofus.com)) and Love is Louder ([loveislouder.com](http://loveislouder.com)).*

*Connect with JED on social media: [Twitter](#) | [Facebook](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#)*

## Fundraising Tactics and Materials

### Local Business Letter to Solicit Contributions for Expenses Template

Dear Business Owner,

I am hoping you will support our local event to bring people together and raise funds for mental health and suicide prevention among teens and young adults. Everyone Summits is a climb/hike to benefit The Jed Foundation (JED), a national non-profit, whose mission is to protect emotional health and prevent suicide for teens and young adults.

We are accepting donations to offset our expenses. Your donation can help pay for expenses like our travel to the climb/hike location, printing of signage, snacks, etc. We are also happy to accept in-kind donations.

Thank you for considering this request for a charitable donation to help offset expenses.

Sincerely,

(YOUR NAME)

(YOUR ORGANIZATION, if applicable)

P.S. If you would rather make an online donation that will go directly to The Jed Foundation, I am happy to send you my fundraising page.

*JED is a nonprofit that exists to protect emotional health and prevent suicide for our nation's teens and young adults. They're partnering with high schools and colleges to strengthen their mental health, substance abuse, and suicide prevention programs and systems. They're equipping teens and young adults with the skills and knowledge to help themselves and each other. They're encouraging community awareness, understanding and action for young adult mental health.*

*Learn more at [jedfoundation.org](http://jedfoundation.org). Check out JED's programs including:*

*[JED Campus](http://jedcampus.org) (jedcampus.org), [Set to Go](http://settogo.org) (settogo.org), [Seize the Awkward](http://seizetheawkward.org) (seizetheawkward.org), [ULifeline](http://ulifeline.org) (ulifeline.org), [Half of Us](http://halfofus.com) (halfofus.com) and [Love is Louder](http://loveislouder.com) (loveislouder.com).*

*Connect with JED on social media: [Twitter](#) | [Facebook](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#)*

### Local Business Slide Presentation to Solicit Contributions

Please email Maria Theodore at [maria@jedfoundation.org](mailto:maria@jedfoundation.org)

### Instructions for Participants on How to Set Up Their Fundraising Page

Organizers can send this information to Participants:

Participants, once you sign up you will have your own fundraising page that you can customize with all the details of your unique event. On your page, people will be able to learn all about your event and make donations to support you and JED!

### There are 3 ways you can register:

- ⇒ As an individual
- ⇒ Create a team
- ⇒ Join a team

### Set up your “EVERYONE SUMMITS” profile in these easy steps:

1. **Click HERE** (<https://donate.jedfoundation.org/campaign/everyone-summits/c249445>) **and then on the big blue button “BECOME A FUNDRAISER” and follow steps to create your page. Click on this guide if you need help to sign up as an individual <https://support.classy.org/s/article/how-to-create-and-edit-a-personal-fundraising-page> or click on this guide if you need help to create a team <https://support.classy.org/s/article/how-to-create-or-join-a-team>.**
2. **Print, then sign waiver and send to [info@jedfoundation.org](mailto:info@jedfoundation.org).**
3. **Then direct your friends, family and network to your Everyone Summits Fundraise page.**

### Make sure to personalize your page by:

- Uploading a profile picture to help personalize your page. You can always change your photo later.
- Express why you chose to participate in this fundraiser for JED. See examples below.

#### Example 1:

**JED’s Everyone Summits: [Hike for Mike] is a charity fundraiser in honor of Mike, who died by suicide in [YEAR]. I am embarking on a rigorous physical training program and conducting a sustained fundraising campaign benefiting The Jed Foundation (JED). Our team will cover the costs involved with the climb, ensuring that 100% of each contribution will go towards JED.**

**We are thrilled to give time and effort in Mike’s memory and hope you’ll join us in making a difference for students, families, and school communities. Please find more information about the free resources JED provides on their website [here](#).**

*Thank you,*

*[YOUR NAME]*

**P.S. Does your employer match donations made to nonprofits? It's another great way to support JED. [Learn more](#).**

#### Example 2:

JED's Everyone Summits Climb/Hike at XYZ College is a fundraiser that brings students, staff, and the broader community together to end the stigma around mental illness. I am climbing because I struggle with mental illness [or, to support those with mental illness] and I want others like me [them] to know that they do not have to be ashamed. All proceeds will benefit The Jed Foundation (JED). See the great things JED does at [jedfoundation.org](http://jedfoundation.org)

**Example 3:** Click on the link to see this example from Climb for Quent, <https://donate.jedfoundation.org/fundraiser/1227879>

**Example 4:** Click on the link to see this example from Mountains for Mental Health, <https://donate.jedfoundation.org/fundraiser/1519909>

### Keep Your Profile Updated.

Thank your supporters and donors at different milestones of donation. Post updates on preparations being made for the day of your event. (e.g., picture from a meeting with all hikers for a climb, you training, etc.).

### Template for "Please Donate" Email:

Dear \_\_\_\_\_,

I am organizing a climb [HIKE] in support of The Jed Foundation (JED). JED works to protect emotional health and prevent suicide for our nation's teens and young adults. I am reaching out in hopes of support for my climb and JED's mission. If you are able to, please donate to this cause. I would greatly appreciate the support [copy link to your fundraising page here]. If you are interested in learning more about JED, please go to [www.jedfoundation.org](http://www.jedfoundation.org).

*Thank you,*

*[YOUR NAME]*

*P.S. Does your employer match donations made to nonprofits? It's another great way to support JED. [Learn more.](#)*

### Template for "Please Donate" Twitter:

Hey everybody!

You might be aware that I volunteer at The Jed Foundation (JED) and am planning a climbing [hiking] event. If you are able to, I would greatly appreciate any donations and support of the cause; protecting emotional health and preventing suicide for teens & young adults!

[Insert your personal fundraising page]

**Template for “Please Donate” Facebook:**

**Hey everybody following me!**

**You might be aware that I volunteer at The Jed Foundation (JED). If you don’t know what JED is, watch the video attached. If you do, could you please donate some amount of money to it? It would really help us out in getting to reach out to as many teens & young adults with as much support as we can.**

**<https://www.youtube.com/watch?v=0eLljY2QFB8&feature=youtu>**

**Template for “Please Donate” Instagram:**

**Join me as I climb [hike] for The Jed Foundation’s (JED) Mountains for Mental Health. DM me to donate or see the link in my bio**

## **Tips for Climbers/Hikers Email**

**Include the below information in an email to Participants in advance of the event.**

### **SAFETY - BE PREPARED**

- **Wear synthetic clothes. Wet cotton can lead to hypothermia.**
- **Consider sunscreen, sunglasses, and protective apparel.**

### **RULES OF THE ROAD**

- **Leave no trace. Do not leave garbage, food, or anything else in the woods.**
- **Enjoy wildlife from a distance. Do not encroach on or attempt to feed wild animals.**
- **Stay on the trails. Going off trail damages the terrain and can get you lost.**
- **Stay hydrated. It is important to be drinking water throughout the hike.**

### **WHAT TO BRING**

- **6 to 12 oz of water for every 12 to 20 minutes. It is important to stay hydrated.**
- **Snacks (peanut butter, trail mix, dried jerky, energy bars, etc.).**
- **Take a map. Cell phones and GPS are great, but not always reliable.**

Everyone Summits Logo

