



FUNDRAISING TOOLKIT

PREPARED FOR: MOVE FOR MENTAL HEALTH: STEP OR CLIMB



2023

TELL MOVE FOR MENTAL HEALTH: FUNDRAISING TOOLKIT INTRO

Thank you for signing up to participate in the Move for Mental Health Challenge and supporting TELL! We truly appreciate your participation and support as we work together to shatter the stigma around mental health in our community.

Mental health and suicide prevention continue to be difficult subjects to talk about, and starting the conversation can make a difference in your community. By creating a personalized fundraiser for TELL, you will be creating an opportunity for your attendees to learn and start conversations about mental health and suicide prevention, ultimately breaking the stigma one interaction at a time.

ABOUT THIS TOOLKIT:

This toolkit is designed to help you get started with your campaign. Have the important conversation about mental health in your community, and all of the logistics and material you need to fundraise for TELL. If you have any questions, don't hesitate to reach out to us at move@telljp.com.

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TALKING ABOUT MENTAL HEALTH IN JAPAN: CONVERSATION STARTERS

17.3% of individuals experience depression/depressive symptoms.

1 in 2 people in Japan report feelings of loneliness and isolation.

41.2% percentage of LGBTQ+ Individuals who have experienced mental illness.

¥2 Trillion estimated cost to the Japanese economy from mental illness.

122,000 reported cases of domestic violence in 2022.

#1 suicide is the leading cause of death for people under 40.

1 in 4 people in Japan have considered suicide in their lifetime.

25% of people in Japan have lost someone close to them to suicide.

267 number of suicide deaths by non-Japanese citizens in Japan (2021).

535,000 estimated number of suicide attempts in Japan each year.

21,881

LIVES LOST TO SUICIDE IN JAPAN LAST YEAR.

Knowing these stark facts, it's important to keep in mind how we begin speaking about mental health. It's key to provide a non-judgmental ear and open-mind to create a safe space, while allowing people to share freely.

THE CONVERSATION

Your fundraising event is a chance to break the ice by sharing what you want about your connection to TELL and your passion for mental health. Here are some ways to start a conversation around mental health at your TELL fundraising event.

- Talk about why you organized the fundraiser. Participants can feel a sense of purpose and motivation when they understand what they are supporting.
 - Share why you support TELL and community mental health.
 - Emphasize TELL as a resource for everyone, no matter what they are going through.
 - Encourage participants to put the TELL lifeline number into their phone (03-5774-0992) and TELL Chat www.telljp.com/lifeline.
 - Share the ways that TELL uses donations on page 3.
 - Have your DonorBox link or QR code ready for people who want to donate.
- Share first about yourself (to the extent you are comfortable). One of the easiest ways to encourage conversation is by taking the first step.
 - Share how you're feeling today and invite others to share as well.
 - Share what mental health means to you.
 - Share why suicide prevention is important to you.
 - Be ready to listen, but be aware of your boundaries and what you're able to take on.
 - Refer people to the Mental Health Resources on page 3.



MENTAL HEALTH RESOURCES IN JAPAN

FREE HOTLINES

THE TELL LIFELINE

03-5774-0992

www.telljp.com/lifeline



A mental health support line for English speakers in Japan. Can provide support, information, and resources for suicidal individuals, as well as other issues.

YORISOI HOTLINE

0120-279-338 (Press 2 for Foreign Language)

www.since2011.net/yorisoi/en/



Toll-free consultation service addresses a variety of issues, including suicide. Besides Japanese, the service is also available in English, Tagalog, Korean, Chinese, Spanish, Portuguese, Thai, Vietnamese, Nepali, Indonesian, and other languages. The available languages vary depending on time.

守ろうよ、こころ (厚生労働省)

<https://www.mhlw.go.jp/mamorouyokokoro/>



もしもあなたが悩みや不安を抱えて困っているときには、あなたをサポートするためのさまざまな取り組みがあります。一人で悩まず、相談してみませんか。

「まもろうよ、こころ」(厚生労働省)からご希望の窓口を選んで相談することができます。

COUNSELING (PAID SERVICES)

TELL COUNSELING

TELL Counseling offers confidential face-to-face and distance counseling psychotherapy services for adult individuals, couples, families, children, and adolescents. Our experienced and compassionate therapists and psychologists are all licensed in Japan and/or overseas or are directly supervised by a qualified clinician. To learn more, go to: <https://telljp.com/counseling/>.

IMHPJ (INTERNATIONAL MENTAL HEALTH PROFESSIONALS JAPAN)

International Mental Health Professionals Japan (IMHPJ) is an interdisciplinary network of individuals and organizations providing mental health care, therapy, and related services to people of various nationalities living in Japan. Together, we strive for a high standard of professional performance. To learn more, go to: <https://www.imhpj.org/>.

ABOUT TELL: OVERVIEW AND LIFELINE

Established in 1973, TELL is a non-profit organization providing mental health support and counseling services to Japan's international community and the community at large.

TELL's services include phone/chat mental health support, professional face-to-face counseling, mental health education, suicide prevention initiatives, and other services. TELL's events focus on **World Mental Health Day** October 10, 2023, and **Suicide Awareness Day** which is on September 10, 2023.



The TELL Lifeline is open every day by phone and chat. No matter what you're going through, we are here to listen.

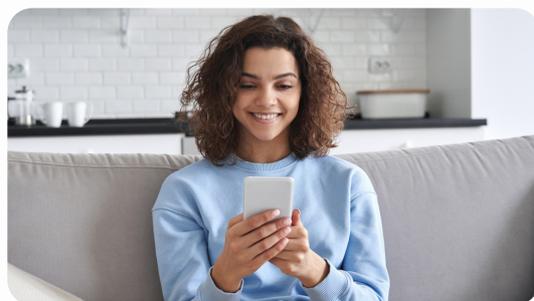
The Lifeline Promises:

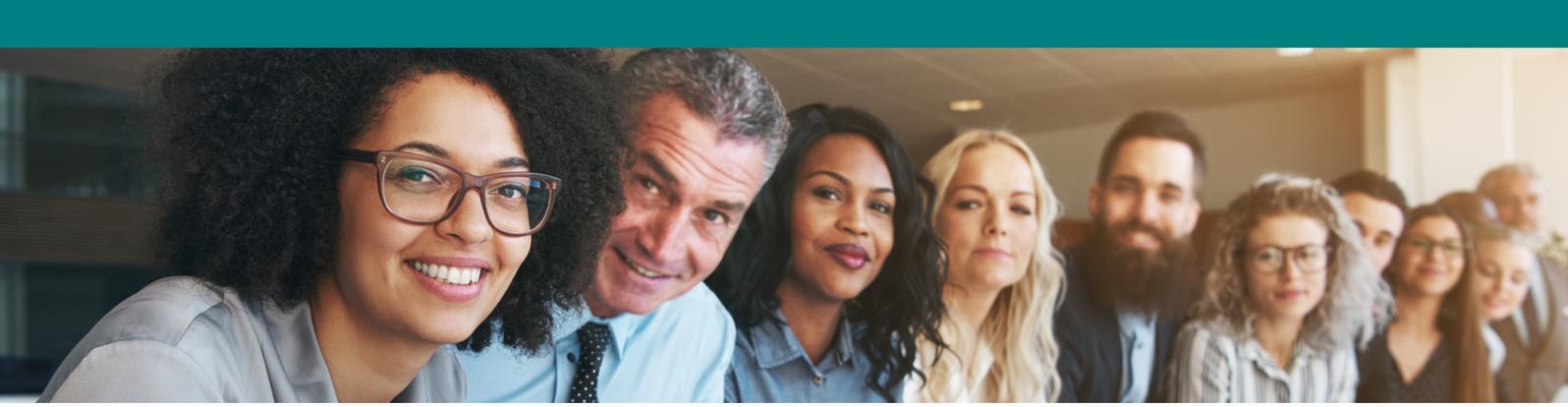
- The Lifeline is confidential. We will never tell anyone you contacted us.
- The Lifeline is anonymous. You don't have to give any identifying information.
- You can talk about anything. There will be someone there to listen.
- You will be met with empathy and non-judgment, no matter what the issue is.

In 2022, the Lifeline handled:

- 8,326 connections
- 2,775 suicidal users received support

SCAN THE QR CODE OR
VISIT WWW.TELLJP.COM/LIFELINE





ABOUT TELL: OUTREACH AND COUNSELING

TELL Counseling provides paid face-to-face counseling by trained professionals. 30% of all our counseling sessions are subsidized on a sliding scale according to economic need.

Here are some reasons why you might seek out counseling.

- You just need to talk to someone who can be a neutral third party and a sounding board.
- You have worries, feelings, and thoughts that are difficult to talk about.
- You want to learn more about yourself, grow as a person, process past trauma, etc.

In 2022, TELL Counseling provided:

- Over 12,000 counseling sessions delivered
- 30% of all counseling sessions were subsidized according to economic need

TELL Outreach engages with the community to raise awareness about mental health and suicide prevention.

Some of the programs we run are:

- Free community workshops on mental health topics
- Community activities and get togethers
- Workshops and trainings in schools, community groups, and businesses
- Disaster Relief/Psychological First Aid Training
- Programs for LGBTQIA+ Youth, Refugees, and other minority populations

In 2022, TELL Outreach:

- Reached 6,000 participants in community mental health workshops.
- Held over 130 events, workshops, and trainings delivered in the community.



WHERE WILL YOUR MONEY GO?

The money you raise will be used to help a variety of mental health needs. TELL operates a telephone and chat Lifeline, a clinic with professional face-to-face counseling, and an outreach program that engages with the community through events and workshops. Last year, TELL handled over 26,000 cases of mental health support in the community. Below are some of the programs that your donations will help fund:

TELL Lifeline:

- Operational Costs
- Volunteer Training



TELL Counseling:

- Subsidized psychological care for those in need.
- Subsidized group therapy and support group programs.

TELL Outreach:

- Community Mental Health workshops
- LGBTQIA+ Youth support and advocacy
- Refugee support
- Suicide Awareness and Gatekeeper training for vulnerable communities
- Expansion of outreach programs to other parts of Japan

TELL BY THE NUMBERS: HOW WE HAVE HELPED

8,326 connection on the Lifeline

2,775 suicidal users received support

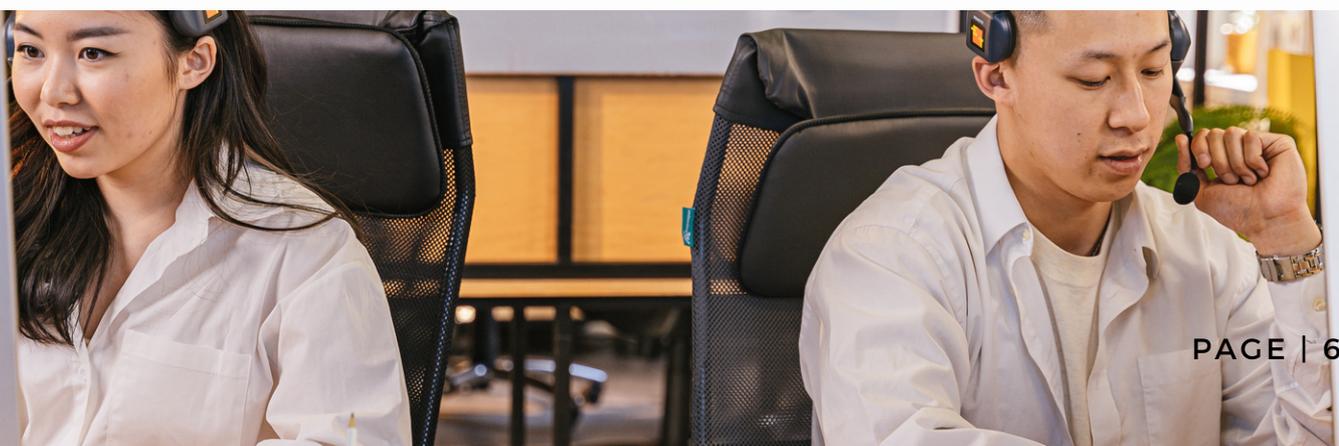
Over 12,000 counseling sessions delivered

30% of all counseling sessions were subsidized

Over 6,000 participants in community mental health workshops

Over 130 events, workshops, and training delivered in the community

To learn more about TELL and our upcoming events. Sign up for the TELL newsletter www.eepurl.com/bH6npv or scan the QR code.



MOVE FOR MENTAL HEALTH FUNDRAISING IDEAS

TELL asks Step Up Challenge participants to walk 21,881 steps in the course of 24 hours to honor the 21,881 lives lost to suicide in Japan in 2022. 21,881 can seem like a vast and overwhelming number.

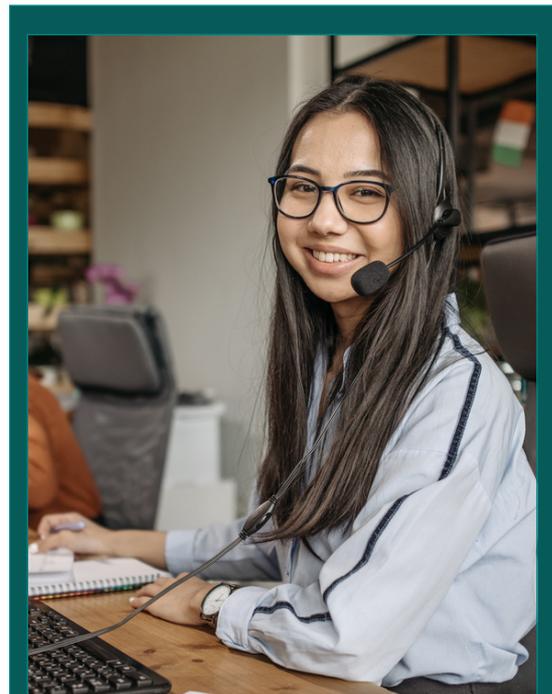
We've put together some ideas to help you get started.

1. General Fundraising Ideas
2. Ideas using 21,881 seconds (6 hours and 8 minutes)
3. Ideas using 21,881 actions

GENERAL FUNDRAISING IDEAS

- Join one of TELL's organized Step Up Walks across Japan ([details here](#)).
- Complete a challenge over the course of 21,881 seconds
- Take a leisurely walk with your friends in nature and practice some forest bathing
- Organize a bake sale or mental health coffee and chat morning, with the food and drink sales going to TELL
- Organize a community, school, or work Sports Day and stay active together while raising awareness and funds for mental health
- Have an online following? Try streaming a gaming speedrun, your own music or just chatting with your followers about mental health! (Those interested in streaming can contact our development team for more info. development@telljp.com)

Can't take on a Move for Mental Health challenge this year? Scan the QR code to donate 21,881 yen today!



21,881 SECONDS

- Do a Sponsored Silence for 21,881 seconds
- Give up your phone or social media for 21,881 seconds
- Challenge yourself to sing karaoke or dance for 21,881 seconds
- Stream online and play a video game for 21,881 seconds
- Social media take-over - promote TELL/suicide prevention/mental health infographics on SNS for 21,881 seconds.

21,881 ACTIONS

1. Paint or draw using 21,881 brush/pen strokes
2. Organize a sports event and do a total of 21,881 jumping jacks or other activity
3. Collectively write a story or poetry anthology of 21,881 words
4. Stream on social media and reach a collective viewership count of 21,881



FUNDRAISING CHECKLIST

You're ready to start planning your fundraiser. Please use the following checklist to ensure your fundraiser is a meaningful yet effective one!

If you have any questions or want help setting up your fundraiser, contact our campaign team at move@telljp.com.

- 1. I have created my story for fundraising and included the following:
 - My reasons to fundraise for TELL
 - Reasons why TELL is important to my potential donors
 - A main message I would like to share through my fundraiser
- 2. I have decided how I will hit the number 21,881:
 - I will walk 21,881 steps individually or as a group
 - I will do something for 21,881 seconds (6 hours and 8 minutes)
 - I have thought of my own idea
- 3. I have decided my target audience that I will be asking to fundraise for me.
- 4. I have decided on my monetary goal.
 - I will have a set goal
 - I will have a limitless goal
- 5. I have decided on how I will communicate with my audience with the help of TELL.
 - I will use emails
 - I will use letters/postcards
 - I will use social media
 - I will use phone calls
 - I will share by word of mouth
- 6. I have set up my DonorBox and am ready to receive donations.
- 7. I feel comfortable talking about mental health and TELL.



FUNDRAISING TEMPLATES FOR OUTREACH TO HELP YOU GET STARTED WITH YOUR CAMPAIGN

EMAIL TEMPLATE

Hi [],

[Between September 10 - October 10/ on a specific date] I will be taking part in **TELL Japan's Step Up Challenge**, walking 21,881 steps to honor the **21,881 lives lost to suicide in Japan** last year.

TELL Japan is a registered NPO providing **Lifeline and Counseling services in English** that are vital to support members of the international community in Japan. **TELL Japan relies on our donations to keep these resources open.**

Find out more about **TELL Japan here.**

Can I count on you to donate **just AMOUNT (choose an amount appropriate to your fundraiser)** to support my **Step Up Challenge Campaign?**

Contribute to my **Step Up Challenge** fundraising drive here.

Interested in joining me on the Step Up Challenge? Walk at least **21,881 steps** from anywhere in the world over the course of 24 hours, and **raise money for the suicide prevention work that TELL Japan does.**

Get started with your **Step Up Challenge Campaign here.**

Thank you for your time.

[Your Name]



SOCIAL MEDIA EXAMPLES

Social media is a powerful tool that gives us the opportunity to connect with millions of people and organizations. As we continue to raise awareness, improve education, and inspire action for mental health and suicide prevention, social media helps carry our message.

HASHTAGS

#MoveforMentalHealth #ShatterStigma #StepUpChallenge #TokyoTowerClimb #TELLJapan

MESSAGES TO SHARE

Here are some ready-made messages that might inspire you. Make it your own and tell your followers what supporting TELL means to you.

- Suicide remains the leading cause of death in Japan for people under 40. Working to #shatterthestigma around #mentalhealth issues is the first step in #suicideprevention. Come join me as I #MoveForMentalHealth. #TellJapan www.tellevents.org
- I believe that mental health matters for everyone, no matter where you are. That's why I am going to #MoveForMentalHealth and support @telljapan in its mission to support the community in Japan. Show your support and get involved! @telljapan #TellJapan www.tellevents.org
- The silence around suicide and mental health serves to increase stigma and shame. It's time to #shatterthestigma and break the silence. Come with me to #MoveForMentalHealth #TellJapan www.tellevents.org
- Suicide is one of the most preventable causes of death in the world, so why don't we talk about it more? Join me in supporting @telljapan to break the silence and #ShatterStigma around suicide in Japan. #MoveForMentalHealth #TellJapan www.tellevents.org

FOLLOW TELL ONLINE

[@tell-japan](#) [@TELLJapan](#) [TELLJapan](#) [@telljapan](#)



DONORBOX FUNDRAISING PLATFORM GUIDE

SUMMARY

1. Signing up
2. Customising your page
3. Sharing your fundraising your page with your friends and acquaintances

1. SIGNING UP WITH DONORBOX

From the event page, (tellevents.org), you can go to the FAQ section and this will give you handy links to Donorbox to create your campaign.

FUNDRAISING FAQ

[Click here to access TELL's DonorBox fundraising platform.](#)

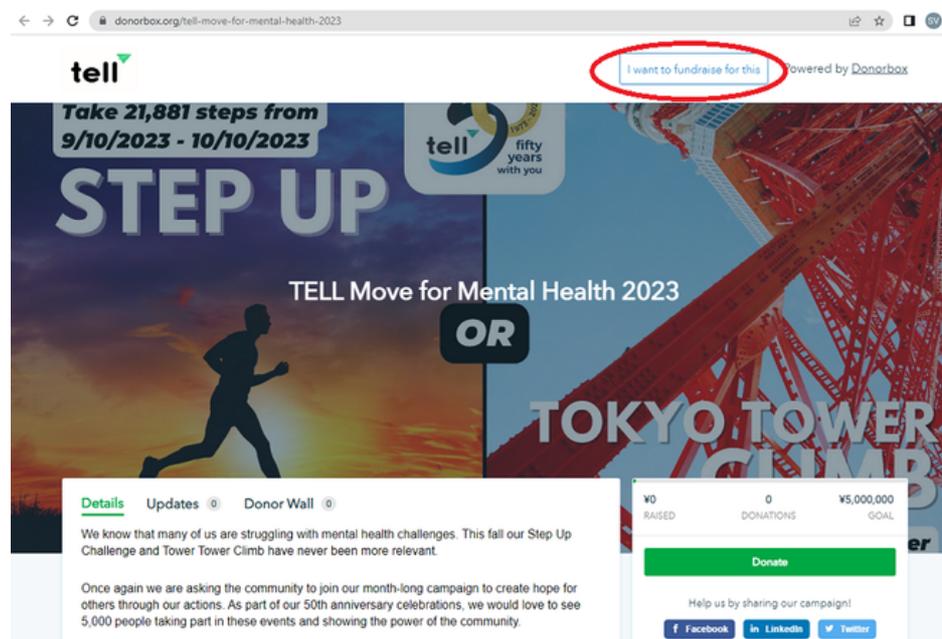
I have friends who want to support me/ I want to donate to support my friend - how can I do that?

Our fundraising page can be found on Donorbox's platform by [clicking here](#). From there, they can search for your name, and making the donation should be fairly painless. If you need further support please contact Move@telljp.com.

I have friends who do not have credit cards but they want to support me. What can I do?

Our donation platform accepts donations by credit and debit cards. If this is not possible for you, you can make the donation directly to TELL via bank transfer. Our bank transfer details can be found on [our donate page](#).

When you click on the hyperlink, it will take you to TELL's Donorbox page.



At the top, click on “I want to fundraise for this”.

This will take you to the sign-up form, where you will fill out your first and last names and a contact email address. If you are fundraising as a team, please enter your name as your team name, (e.g. First name: TEAM Last Name: Awesome).

TELL MOVE FOR MENTAL HEALTH 2023 FUNDRAISING WITH DONORBOX GUIDE

tell

Start fundraising for TELL

Campaign: TELL Move for Mental Health 2023

Personal Info

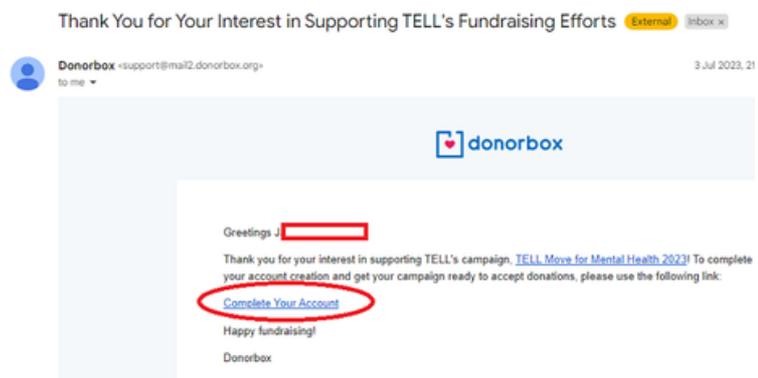
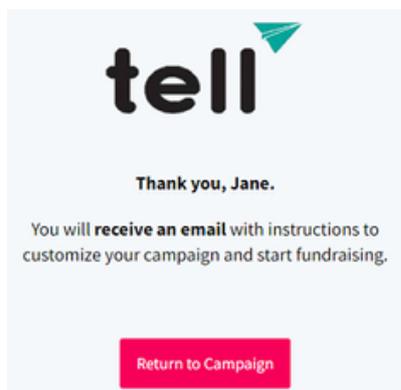
First name
Team

Last name
Awesome

Email
@telljp.com

Cancel Continue

After you fill out the form and click “Continue”, you will receive an email at the address you entered inviting you to finish setting up your account. To do so, click on the link to “Complete your account”.



This will take you to a page where you can set a password for your account:



Thank You for Your Interest in Supporting TELL's Fundraising Efforts

Create your Donorbox account to start fundraising

Email
@telljp.com

Name
Team Awesome

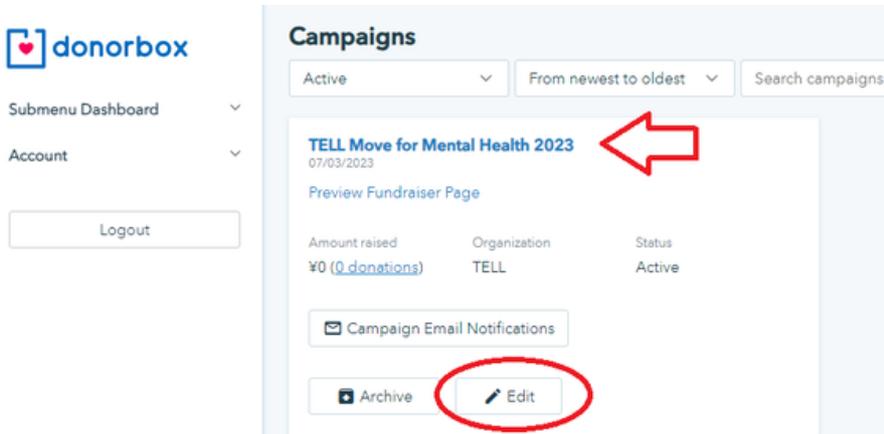
Password
c67QyiPt6E

Confirm Password
c67QyiPt6E

Sign Up

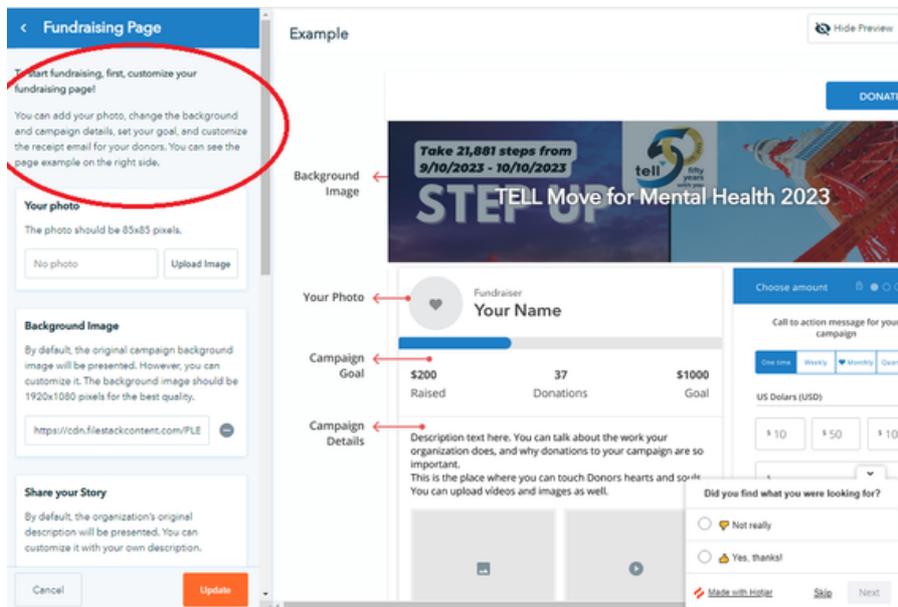
2. CUSTOMISING YOUR ACCOUNT

When you log in to the account you created, it will display under the TELL account umbrella “TELL Move for Mental Health 2023”. You can either click on the “TELL Move for Mental Health 2023” link to access your individual fundraiser page or, if you want to make it your own, click on the “Edit” button at the bottom.



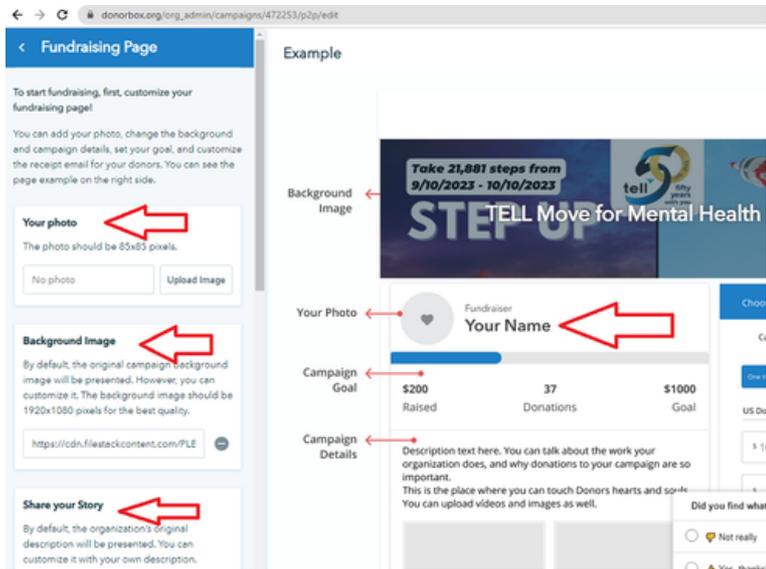
If you decide to customise your fundraising campaign, you can upload a photo that represents you or your team; upload a background photo; set an individual campaign goal (within the wider TELL target of 5 million yen) and also write a little about your story of why you have chosen to move for mental health this year and support TELL.

To make these changes, when you click edit, you should see the following view:



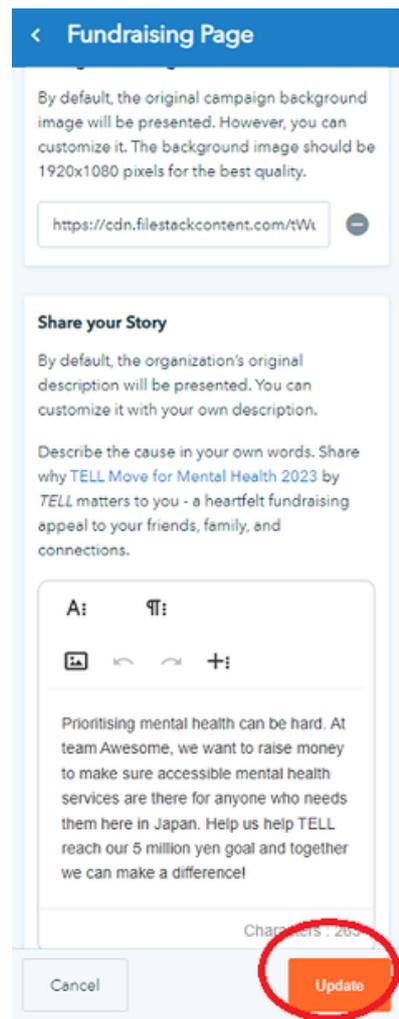
If you want to add a photo, go to the Your Photo section on the left hand side of the page and choose “Upload Image”. Choose an image that represents you or your team, upload the link and hit “upload image”. If the image is too big, it will not work and you will have to reduce the size of the file or choose another image.

If you want to change the background image, delete the link to the generic TELL image (displayed on the left-hand side again) and upload the link to the image you want to use. If the image is too big, it will not work and you will have to reduce the size of the file or choose another image.

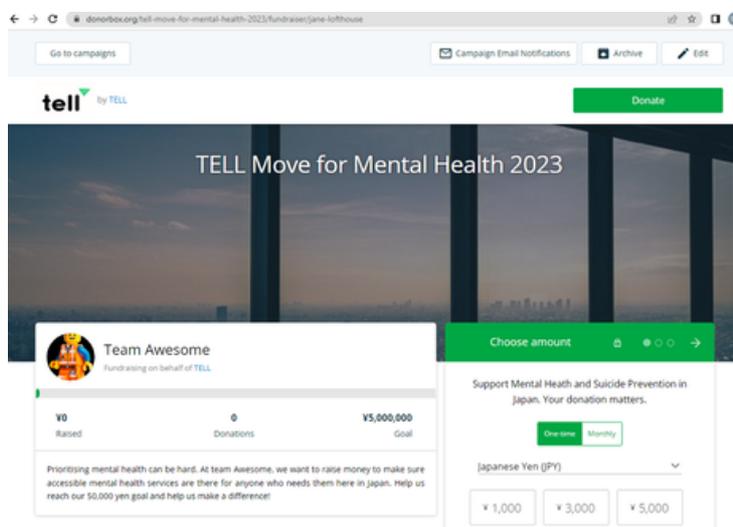


After making the adjustments you desire to your account, click the orange update button at the bottom of the page on the left hand side and your page should be good to go.

If you want to update the page or make changes going forwards, you can always come back to the edit page and go wild.

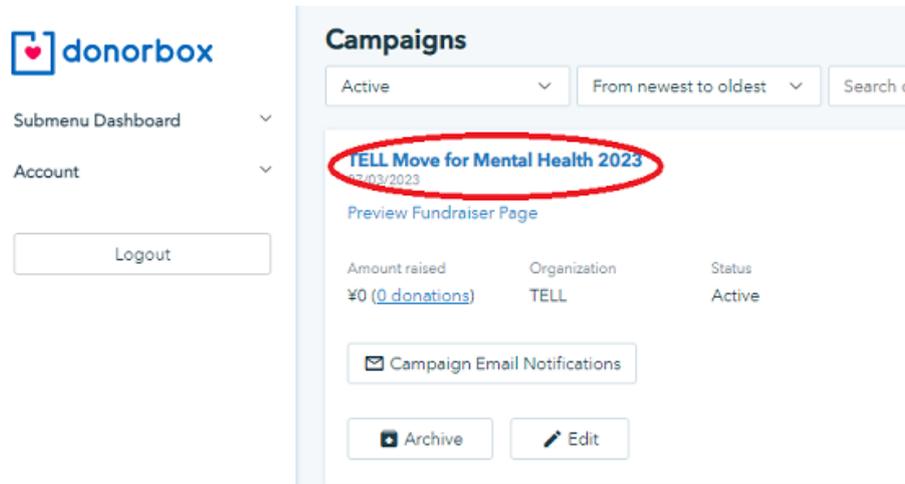


This is an example account with a photo added, a background photo added, and a story of why this team chose to participate in the challenge.

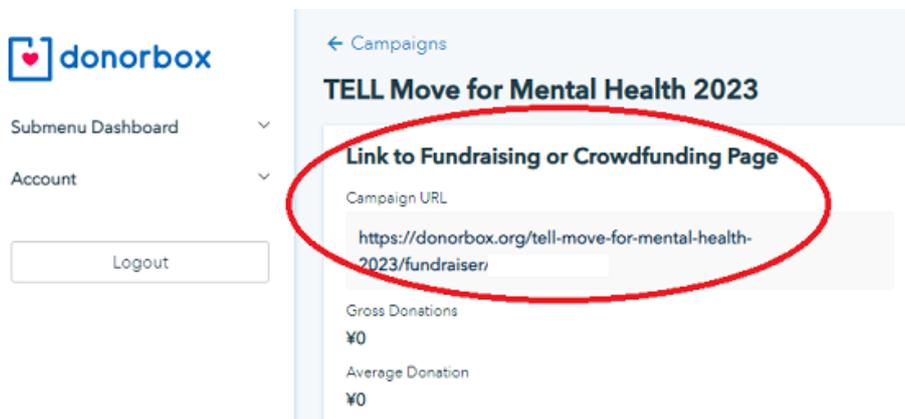


3. SHARING YOUR FUNDRAISING PAGE WITH YOUR FRIENDS, FAMILY, COWORKERS AND THE WORLD!

Your account will have an individual link that you can share so that people can support your cause and donate to your challenge. In Donorbox, you can find your link by going to your account page; clicking on the overall TELL campaign, (TELL Move for Mental Health 2023):



That will open the page to your account and you can find and copy the link to your individual fundraiser from there:



QUESTIONS?

Contact move@telljp.com if there is anything causing you problems or refusing to play nicely. Good luck moving for mental health everyone!

