

It Starts With 

One Text

CRISIS TEXT LINE |

Fundraising Tips

Share a personal story

- Authenticity wins people over. Encourage fundraisers to share why mental health matters to them. Whether they've faced their own challenges, supported a loved one, or simply believe in Crisis Text Line's mission—personal stories create connection and inspire donations.
- Ask them to include a specific reason why they're fundraising, e.g., *"I'm raising \$500 to fund 25 life-changing conversations for people in crisis."*

Use simple, powerful messaging in your ask

- You don't need a fancy marketing message—just speak from the heart. Some examples to get you started:
 - *"I'm raising money for Crisis Text Line because everyone deserves support in their darkest moments. Just \$28 funds a full conversation—can you help me fund one today?"*
 - *"Mental health matters. I'm fundraising for Crisis Text Line to help people get free, 24/7 support. Every dollar makes a difference—will you join me?"*
 - *"No one should struggle alone. I'm raising funds for Crisis Text Line to make sure they don't have to. Let's make empathy a lifeline—together."*



Share your WHY

- You don't need a huge platform—you just need your voice. Share why you care about mental health and why you're supporting Crisis Text Line. People give to people, not just causes—so make it personal.
- Why mental health matters to you (e.g., a personal story, a loved one's experience, or simply your desire to help others).
- How donations make an impact (e.g., *"Just \$28 funds a conversation with a trained volunteer Crisis Counselor—imagine how many lives we could change together."*)

Make it easy for people to give

- The easier it is for people to donate, the more likely they are to do it. Pro tips:
 - Share direct links to your fundraising page every time you post.
 - Add your fundraising link to your social media bio (Instagram, TikTok, LinkedIn) or pin it to the top of your profile.
 - Text or DM friends and family with the link—sometimes a direct ask works best.



[Start your fundraiser today!](#)

