Mental Health is Health

2022 Mental Health Action Day
Fundraising Toolkit
WHAT IS TILTIFY?

Tiltify is a fundraising platform that brings together digital communities, charities and companies to impact change across the globe.

We specialize in video-based fundraising tools that drive authentic engagement on social platforms like, YouTube, Twitch and TikTok.

HOW IS TILTIFY SUPPORTING MENTAL HEALTH ACTION DAY?

Tiltify is proud to join Mental Health Action Day (MHAD) as an official Mental Health Champion.

Our digital fundraising tools are at the disposal of MHAD participants, in supporting fundraisers and awareness campaigns for mental health organizations on our platform!
YOUR ROLE

Choose your part to play in Mental Health Action Day!

You’ve heard the call, now it’s time to fundraise for organizations making a difference in Mental Health. Tiltify is a fundraising platform that allows you to create a campaign to raise funds, and it’s easy to get started!

Step 1:
Go to Tiltify.com and create a fundraising account in 5 minutes!

Step 2:
Search Tiltify for a mental health organization that YOU want to support!

Step 3:
Create your campaign share it with your communities, create a livestream and make an impact.
CAMPAIGN SET UP

- **Quick Start:** Setting Up A Campaign
  - [Tiltify Quick Start](https://youtu.be/I8AHA5olg5I)

- **Using Tiltify's Fundraising Tools**
  - [Tiltify Fundraising Tools](https://youtu.be/E20uA0N_vG0)

- **Overlays & Alerts Overview**
  - [Tiltify Overlays & Alerts](https://youtu.be/3K-oeXeCN68)
### SOCIAL ASSETS

Here is some sample social copy to help you spread the word about Mental Health Action Day

I am joining creators from around the world in honor of #MentalHealthAction for and [Insert Your Charity Here]. Let’s take action for mental health. [link to your Tiltify page]

You can help change culture and drive awareness to action on mental health. Donate today to support my #MentalHealthAction fundraiser for [Insert Your Charity Here]. [link to your Tiltify page]

Join me as we discuss the free resources for mental health, available to anyone. Join me in #MentalHealthAction and raising funds for [Insert Your Charity Here]. [link to your Tiltify page]

Mental health is a part of overall health. Donate today to support my #MentalHealthAction fundraiser for [Insert Your Charity Here]. [link to your Tiltify page]

### WHAT YOU NEED TO KNOW

<table>
<thead>
<tr>
<th><strong>What</strong></th>
<th><strong>When</strong></th>
<th><strong>Who</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mental Health Action Day</td>
<td>Thursday, May 19, 2022 during Mental Health Awareness Month</td>
<td>People taking action on mental health and open to creating connections with neighbors, family, friends, colleagues and strangers</td>
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</tbody>
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**Why**
Because empowering people to take action on their mental health will have a longstanding and profound impact

**Learn More**
Visit [https://www.mentalhealthaction.network/](https://www.mentalhealthaction.network/) to discover more best practices and other ways to get involved!
Last year the first Mental Health Action Day launched to change the culture around mental health from awareness to action. With over 1,400 partners and millions of individual participants in 32 countries, our presence was felt around the world as people, many for the first time, took actions to support their mental health.

But we can do more. As we enter the third year of the pandemic and families struggle under the weight of incalculable loss, supporting our mental health is more critical than ever. This is particularly true among young people. The mental health challenges faced by this generation are so concerning that US Surgeon General Vivek Murthy issued a public health advisory on December 7, 2021 to address the “youth mental health crisis” exacerbated by the COVID-19 pandemic that has caused a 43% increase in loneliness among young people.

With feelings of loneliness on the rise and mental health issues affecting an ever greater portion of the population, this year’s Mental Health Action Day theme is Connection. Together as partners, we will work at different levels, across geographies and demographics to help people connect with themselves, with others and with their communities.