



Children's Mental Health Awareness Day Advocate Templates

Thank you for joining JBRF supporters as an advocate for our annual spring fundraiser. Use these templates to send messages sharing your personal success story, and to encourage your friends, family, and colleagues to give and celebrate. Our top advocate family will receive a special reward for their service, so get started today!

If you have any questions, please don't hesitate to reach out to our Executive Director, Elizabeth Errico at elizabeth.errico@jbrf.org, or our Fundraising Advisory Committee Chair, Jana Cupp jana.cupp@gmail.com.

Email Template:

Subject line: You can help make a difference for JBRF children and families!

Dear <First Name>:

I am celebrating Children's Mental Health Awareness Day this year by sharing our story and asking you to make a donation to the Juvenile Bipolar Research Foundation, JBRF.

JBRF partners with parents and families so they don't have to face childhood Bipolar and Fear of Harm disorders on their own.

[CUSTOMIZE: Share your experience with JBRF or your child's success here. For example... My child would not be where they are today without the support of JBRF. Thanks to their research we have an accurate diagnosis and the right treatment. Jane is doing so much better now that she doesn't have terrible nightmares every night.]

Please visit www.jbrf.org/donate to make a donation. A gift in any amount will help us reach our goal of raising \$27,500.

Join me to give hope to children and families affected by Bipolar Disorder and Fear of Harm. I donated. I hope you do too!

With sincere appreciation and thanks,
<Your Name>

Pro-tip: Email fundraising@jbrf.org to get your personalized donation page and link set up.





Text Message Template:

I'm celebrating Children's Mental Health Awareness Day with JBRF. They have helped us so much. I donated and I hope you do too. www.jbrf.org/donate

Social Media Templates:

Social Post Text:

Success for my child looks like [CUSTOMIZE: insert your own experience here such as... playing with his sister because he is no longer plagued with depressive symptoms]. Help us celebrate my child's success this Children's Mental Health Awareness Day by making a gift to JBRF. They have helped us so much. I donated and I hope you will too. www.jbrf.org/donate. #CelebrateJBRFKids

Pro-Tip: Include a picture of your child or family in your post or use one of the images below.

Social Hashtag: #CelebrateJBRFKids

JBRF Logo:



Social Images: Right-click on an image to select "Save as..." to save the image to your device.



Post Text: Your gift, in any amount, will help us reach our goal of raising \$27,500 in May and bring hope to children with Bipolar and Fear of Harm disorders. #CelebrateJBRFKids



Post Text: Celebrate the success of JBRF children and families this Children's Mental Health Awareness Day!
#CelebrateJBRFKids



Post Text: Give a child with Bipolar or Fear of Harm the gift of a joyful childhood. #CelebrateJBRFKids

Post Text: Join us, and bring hope to children and families. #CelebrateJBRFKids

