

# BE SEEN IN GREEN CHALLENGE MAY 1–MAY 31<sup>ST</sup>, 2024



## WEAR GREEN AND SUPPORT MENTAL HEALTH AWARENESS!

Did you know that 1 in 5 Americans will experience a diagnosable mental health condition this year? By joining the “Be Seen in Green” challenge during Mental Health Month this May, you’re not just wearing a color, you’re shining a light of hope and support on mental health for millions.

Aiming to educate Americans about mental health and mental health conditions, Mental Health Month was started in 1949 by Mental Health America. Over the years, we’ve engaged millions in our mission through media, events, resources, and screenings. This tradition continues with a vibrant display of solidarity: wearing green to symbolize our collective commitment to mental well-being.

### Why wear green?

As the official color for mental health awareness, green represents renewal, hope, and vitality. Wearing green, whether it’s a complete outfit, a simple green awareness bracelet, or lighting up your building, symbolizes unwavering support for mental health. Participating in this challenge sends a powerful message: Mental health is important, and by joining together, we are advocating for and supporting mental health.

### Our objective

This year, we aim to have 300 individuals to take on this challenge and raise vital dollars for Mental Health America. Mental Health America relies on these funds to advance its mission through education, direct services, research, policy, and advocacy. By participating, you’ll help fuel our vision of a world in which all people and communities have equitable opportunities for mental well-being and are able to flourish and live with purpose and meaning. Every dollar raised helps to ensure that our work never stops and that our resources remain accessible to everyone, everywhere.

## JOIN THE “BE SEEN IN GREEN” CHALLENGE

No matter where you do it, whether virtually or in person, with your friends, classmates, colleagues, or on your own, you will love the “Be Seen in Green” challenge and enjoy earning special MHA prizes. Here’s how to participate:

- 1. Sign up:** Register to participate in the “Be Seen in Green” challenge. You can join as an individual or create a team with friends, family, or colleagues.
- 2. Pick a date:** While we encourage participation on May 16, 2024 (Mental Health Action Day), feel free to host your event on any day in May that suits you.
- 3. Set your goal/plan your fundraising:** Every dollar counts. Whether it’s running a 5K, organizing a bake sale, or wearing green, set a personal or team fundraising goal. Our suggested fundraising goal is \$100 per individual.
- 4. Spread the word:** Use our fundraising and Mental Health Month toolkit resources to share your participation and reach out to friends, family, and coworkers via social media, email, and more.
- 5. Celebrate your achievement:** Complete the challenge, earn your prize, and join us for a virtual celebration, sharing the impact of your efforts!

## BOOST YOUR IMPACT AND UNLOCK REWARDS!

Celebrate your participation and achievements with our tiered rewards, along with contest awards for categories such as Best “Be Seen in Green” Workplace/School, Most Creative “Be Seen in Green” Outfit, and more.

Get started today by registering at [mhanational.org/mental-health-month/fundraise](https://mhanational.org/mental-health-month/fundraise) and downloading your fundraising toolkit for more information.

## FIVE FUNDRAISER IDEAS TO GET YOU STARTED

- **Run, walk, or bike in green:** Grab your running shoes and ask for donations to support your efforts. Ask your friends, family, and colleagues to support your efforts by donating to your fundraising page.
- **Green gratitude grams:** Offer to send personalized notes or digital messages of gratitude, encouragement, or humor in exchange for donations.
- **Dress up in green:** Create a green outfit or wear an awareness ribbon all month long! Whether it’s dyeing your hair green for reaching a fundraising milestone or hosting a “Best Dressed” competition, creativity is your ally. Ask your family and friends to donate to your “Be Seen In Green” campaign.
- **Bake/cook it green:** Host a green-themed bake sale and ask for contributions for your mental health awareness creations.
- **Plan to go live in green on Facebook or other platforms:** Do you have a special talent or expertise? Get creative and incorporate green into your stream. You can do things like paint your nails green and teach manicure tips, while encouraging donations to your fundraising page.

