



DBSA Fundraising Guide



Depression and Bipolar
Support Alliance

Find Community.
Find Wellness.
Find Hope.™

Thank you for thinking of Depression and Bipolar Support Alliance (DBSA) for your fundraiser! Fundraising is not always easy, so we have some valuable tips and guidelines to help you succeed.

Guidelines & Tips

The Whys

Tell your potential donors who DBSA is and why providing hope, help, support, and education to people living with mood disorders and their loved ones is important to you. If you feel comfortable, share a personal story with the audience.

Managing Funds

Determine how you want to accept donations. You can accept checks or cash, set up a social media fundraiser, or reach out to us about our team setting you up a fundraising page. All checks can be made payable to Depression and Bipolar Support Alliance and sent to our office at 55 E Jackson Ste 490 Chicago, IL 60604.

Spread the Word

Get the word out about your fundraiser. Share on social, email your network, or give your family and friends a call. Plus, you can ask others to share your fundraiser as well. P.S. don't forget to tag us in your post:

Instagram: @dbsalliance

Facebook: @Depression and Bipolar Support Alliance -National Headquarters

Twitter: @DBSAlliance

YouTube: @DBSAlliance

Give Thanks

Make sure to thank all your donors and if you can, thank them personally.

Branding

Because you'll be representing DBSA's national office, it's important to follow these branding guidelines. With all communication assets and pitches, please indicate that you are raising money on behalf of DBSA's national office as you are not employed by DBSA.

DBSA's brand is more than logos and colors. It's how we are perceived holistically. Our brand is what people living with mood disorders, their families and loved ones, clinicians, and thought leaders feel and think when they read our words and see our content. We encourage you to use our compassionate language when discussing mental health.

Include Our Mission and Vision

Our Vision

Depression and Bipolar Support Alliance (DBSA) envisions wellness for people living with mood disorders (depression and bipolar disorder).

Our Mission

DBSA provides hope, help, support, and education to improve the lives of people who have mood disorders.

Sample Messaging

"DBSA's community of peers and support groups can help you feel heard, understood, and empowered to live your best life. There's a place for you at DBSA. No matter what step of your wellness journey you are on, there are diverse, caring peers here for you."

"Your financial contributions fund free support groups, educational resources, and wellness tools to improve the lives of people living with mood disorders like bipolar disorder and depression."

"DBSA helps people living with a mood disorder Find Community. Find Wellness. Find Hope."

Branding Assets



DBSA Blue

PMS: 299C

HEX: #009CDC

RGB: 0 163 224

CMYK: 85 19 0 0



Find Community.

Find Wellness.

Find Hope.™

Download branding assets here



For any questions or more advice please contact
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