

#NAMIcon16

Developing Information and Engagement Services for the NAMI Community

Engaging people in the NAMI Experience for
maximum benefit.



WHY develop information and engagement services for the NAMI Community?

- We believe that recovery is possible, that lives can be restored and families made whole again.
- We believe it because **WE SEE IT!**



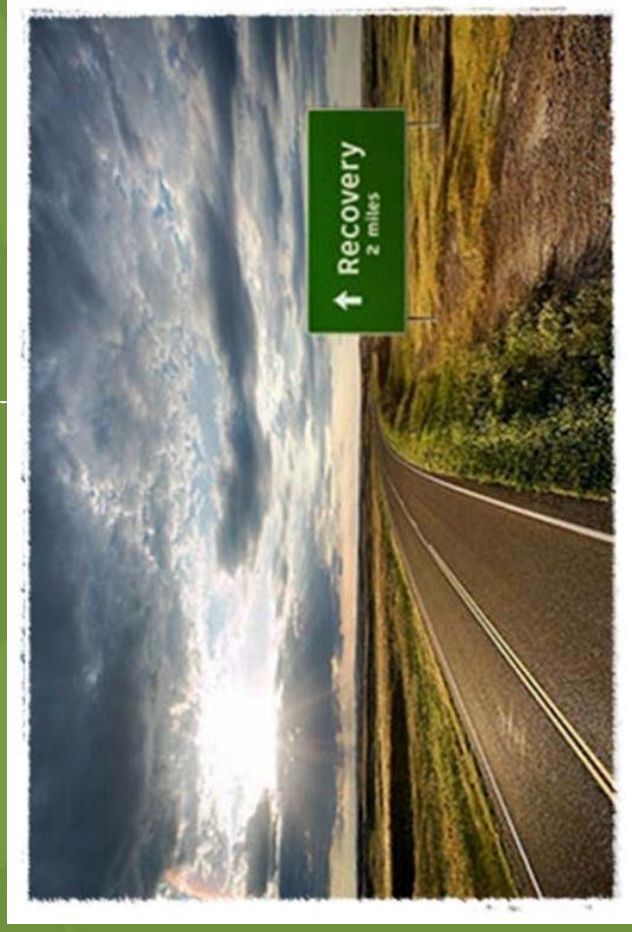
The NAMI Experience

Charting a recovery journey through NAMI

- Leveraging NAMI's information and engagement opportunities to help people experience the maximum benefit from ALL that NAMI has to offer.
 - Information you can trust.
 - Peer support groups.
 - Education Programs.
 - Public policy advocacy.
- Online and social media communities.
- Awareness campaigns.

Meeting People at Their Point of Need

*The journey of a thousands miles begins with one
step.*



Point of Need = Point of Contact

- Learning about NAMI or the first contact.
- #1 Internet searches - over 50%
- #2 Friend or family member – 25%
- #3 Mental health professional – 15%
- #4 Other



#1 www.namiyourwebsite.org

- Current program descriptions and information, plus dates, times and locations.
- Contact information for staff or volunteers.
- Local and national crisis and suicide information:
 - National Suicide Lifeline.
 - County emergency psychiatric services.
- NAMI Helpline or your NAMI organization's Helpline for information, referrals and resources.
- Links to www.nami.org and NAMI State Organization or NAMI Affiliate.
- Links to NAMI social media – national and local.



Social Media Get connected.



NAMI National Convention

Denver. July 6-9, 2016

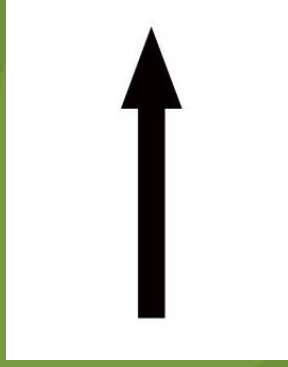
#2 Word of Mouth

- NAMI Walks.
- Point of contact – hospitals, police departments, day programs, social service agencies, etc.
- Community awareness programs and events.
 - NAMI In Our Own Voice
 - NAMI Ending the Silence



First Step

contact



engagement



gathering information and contacting



Information

- **NAMI Niche**
 - Peer based.
 - Trustworthy and reliable.
 - Accessible.
- **Helplines**
 - Trained and equipped to answer calls, emails and social media inquiries.
 - Modeling the NAMI Experience.

Taking another step and getting engaged.



NAMI Programs

participation



involvement



Attending a class or support group.



NAMI Programs

Hand In Glove. Education programs and support groups compliment each other.

Big steps towards recovery.



Helping Is Healing

involvement



volunteering



Helping is healing. Walks, program assistant, HelpLine volunteer.



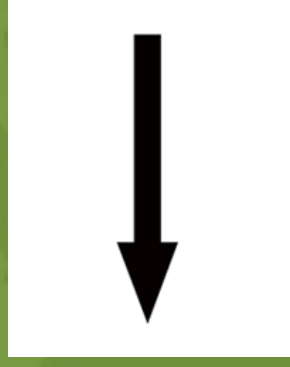
Commitment To Mission

donor



member

member



donor

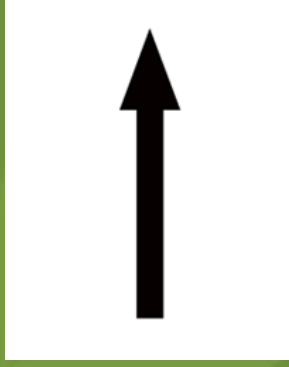


Belonging and supporting



Sharing The Vision

belonging



leadership



grassroots leadership and guidance



Engaged & Committed

- Donor.
- Member.
- Volunteer.
- Leader.



All of the above!



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Stronger Together

NAMI

