***Together We Care. Together We Share.***

**Sample Language for Bulletins & Newsletters**

**For NAMI State Organizations + Affiliates (Internal NAMI Communications)**

Thanks to a $2 million grant from Kohl’s, NAMI is enhancing and expanding its support groups throughout the U.S. to further support capacity building and expand access.

What’s staying the same:

* Groups will remain free, quality, peer-led and community-based with the goal of fostering connection, offering opportunities to share and providing a sense of belonging for participants.

What’s being enhanced:

* Through the NAMI x Kohl’s partnership, support group leaders will receive trauma-informed and cross-cultural training with the goal of making groups culturally competent and relevant for communities of color.
* Leaders will receive updated skills-building training as well as new implementation guides, helping NAMI State Organizations and Affiliates tailor their unique support groups for underreached communities.

To get the word out about this effort, NAMI x Kohl’s is engaging in a broad awareness campaign to educate key audiences about the benefits of NAMI support groups. *Together We Care. Together We Share.* is the tagline for this campaign and will be used in campaign materials alongside campaign branding. This tagline speaks to the NAMI x Kohl’s partnership and to the impact of NAMI support groups. It conveys the power of coming together in community, which can be healing as people gather to share their experiences. To learn more, please visit [NAMI.org/SupportGroups](https://nami.org/Support-Education/Support-Groups)

**For External Partners (External Communications)**

If you are experiencing stress, anxiety, depression or any other mental health challenges, *you are not alone*.

Millions of people in the U.S. are impacted by mental illness every year. One in five adults has mental illness but fewer than half seek and receive the care they need. There are a variety of factors that can further isolate people and impact their likelihood of receiving life-changing support, such as cultural stigma surrounding seeking support for mental health and barriers to care (such as language barriers).

It can be hard to know what to do when you or a loved one are experiencing a mental health challenge. But NAMI support groups can help.

NAMI support groups are free, quality, peer-led, community based and available throughout the country. NAMI support groups incorporate trauma-informed and cross-cultural resources to ensure every person feels supported in a way that works for them by people within their own community. Groups are available in person and virtually, offering an opportunity for [individuals](https://www.nami.org/Support-Education/Support-Groups/NAMI-Connection) and [families](https://www.nami.org/Support-Education/Support-Groups/NAMI-Family-Support-Group) to connect with others who have similar experiences, share their story, access resources and feel a sense of belonging. To join a NAMI support group in your area, visit [NAMI.org/SupportGroups](https://nami.org/Support-Education/Support-Groups)