



Getting your new club started

Website: www.nami.org/namioncampus



Welcome to NAMI on Campus Clubs

CONGRATULATIONS on becoming a NAMI on Campus (NOC) club! You're now a part of the largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness.

Your NOC club will bring mental health awareness to your college's campus while working closely with campus mental health services and your NAMI State Organization (NSO) and NAMI Affiliate (NA). While it's up to your club's members on what events your club will hold, what advocacy issues you'll address and how your club will fundraise to support these activities, know that you have access to all the resources, experience and support you need via your NSO/NA.

After working with your NSO/NA to be recognized by your campus as a certified club, please complete the NOC contact notification form and email it to namioncampus@nami.org. Once you've completed all steps necessary for your campus, emailed the contact form with your club and NAMI leaders' information and followed up with your NSO/NA, you're ready to get started.

Here are some steps you can take to make your NOC club a success:

1. Plan your first meeting on campus
2. Review the resources available to you on NAMINet. Gain access to this via your NSO/NA contact after creating a nami.org account. (Information on how to create an account is at the end of this document.)
3. Promote your club all over campus to bring in members, collecting names and emails of those interested
4. Create a list serve or online group where you can share announcements and updates
5. Work with your NAMI leaders on an action plan for your first year (plan events, fundraisers, awareness campaigns, membership drives, etc.) A template of this plan can be found on the NOC NAMINet.
6. Reach out to other clubs on your campus to see where you can work together and have a wider reach

These are just a few ideas to help get you started. Please see the rest of this packet for more helpful hints as you decide what your club wants to accomplish and how you plan to get there! Thank you for your dedication to mental health on campus.

NAMI on Campus

Planning your first meeting

Having a plan for your first meeting will keep you organized, prepared and professional. Some important questions to consider are: "How do I spread the word around campus?" "How long should our meeting be?" "What will captivate students and entice them to come back?" The information below will help to answer those questions while also providing tips for your first NOC meeting!

Tip: Promote! Promote! Promote! Hand out a meeting flyer to every person you can and post your flyer around campus to attract a large group of students.

Before the Meeting

It's important to have an outlined plan of how the first meeting will be conducted and what information will be presented before you come into the room. The first meeting is the first time that many people will learn of NOC and you want to make a good impression.

Here are some things to do before hosting your first meeting:

- ✓ Contact your NSO/NA leader to work on a plan for your club
- ✓ Develop the mission and goals of your club. What does your NOC club stand for?
- ✓ Be aware of what positions need to be filled for the upcoming school year and develop a summary of each
- ✓ Reserve a room! The room doesn't have to be huge, just comfortable enough for everyone to see each other
- ✓ Promote the meeting as much as possible. After posting flyers around campus, write the meeting time and location on classroom whiteboards and email friends and ask them to spread the word

Tip: Creating a Facebook page and Instagram account for your NOC club can make the club more visible and provides a quick, efficient way of spreading information to followers.

During the Meeting:

To keep things running smoothly, follow an agenda. This will keep you organized and on-time. If possible, distribute the agenda to those attending the meeting. Agenda items can include:

- ✓ Welcome and introductions
- ✓ Club's mission and goals
- ✓ An icebreaker
- ✓ Leadership opportunities
- ✓ Proposed activities for the school year
- ✓ Opportunities for activity involvement
- ✓ Open discussion
- ✓ Thank you for coming and date and time for your next meeting

Keep a sign-in sheet for every meeting. Collect everyone's names, emails, school year and any other information you think is important.

Be sure to stay on time and keep the first meeting short.

Finally, remember to breathe. You're doing great!

Tip: Doing an icebreaker at your first meeting, and meetings after, helps students to relax around a new group and provides a way for students to form friendships from the very beginning. Just google “icebreakers” and you’ll have hundreds to choose from!

After the Meeting:

People will be more likely to stay involved in the NOC club if you get them actively engaged. Using the sign-in sheet from your meeting, send an email thanking everyone for coming. Include a link to a video (such as the ones included below), a fact sheet from nami.org or other resource to remind everyone why this club is important and the difference that this club can make.

Most importantly, have fun! Running a NOC club should be a chance to meet new people and have awesome new experiences while also making a difference. Don’t forget the “fun” part!

Labels Hurt

http://www.youtube.com/watch?v=H_mMn7gS--g

Depression in College Students Video

http://www.youtube.com/watch?v=Ki37Xq5AA-s&feature=player_embedded

Shedding Light on Student Depression | Jack Park | TEDxPenn

<https://www.youtube.com/watch?v=ur8TZf6HWSs>

Half of Us Celebrity Videos

<http://www.halfofus.com/>

College Mental Health Videos

NAMI on Campus

Holding Events



What types of events can you hold that will help your NOC club make a difference on your campus? Whether you are educating your campus, providing support to students, promoting mental health services, or advocating on campus, your club activities must be engaging. Students may not gather to just talk about mental health, but they will come to attend a concert, movie screening or other social events. Remember, free food always grabs interest!

Make sure to discuss any ideas with your NSO and NA contacts. They’ve more than likely held many events and can be a great resource. You can also access the "Event Planning Guide" at <https://nami.org/Extranet/NAMI-on-Campus-Clubs> for more activities your group can plan.

Tip: Your first event should be your school-wide activities or involvement fair. This usually takes place in September and is a great place to target many students who are interested in joining social activities and causes.

Social Events:

- ✓ Organize an open-mic night or poetry slam night with mental health as the theme
- ✓ Show a movie that addresses mental health issues, such as *Girl, Interrupted* or *Silver Linings Playbook*
- ✓ Host a candlelight vigil for those who lost their lives to suicide on campus or in the community
- ✓ Create a social media or slogan campaign to begin a community discussion combatting stigma and related mental health issues

Collaborating:

Your NSO and NA, cultural clubs, LGBT groups, sororities and fraternities, the counseling center and peer support groups are all great organizations to approach to co-sponsor events with because they will bring more attention and attendance. By collaborating with other groups, you can create more visible events that will reach more students.

Include your whole campus:

Why involve only a small group when you can involve your whole campus? Host events in main student areas or on your campus lawn where students can pass by and learn more about mental health.

Get your members to post positive, uplifting messages on mirrors, doors and bulletin boards around campus that encourage people to think positive, love themselves, and help fight the stigma of mental health conditions. Chalk the quad with positive messages so students know they are not alone and there is hope. Make sure to include a hashtag, website or email so students know where the messages are coming from if they're interested in getting involved!

NAMI on Campus

Fundraising Tips



Raising funds allows your club to engage in more activities. Here are a few fundraising tips for your club.

First things first

Talk with the student activities office and understand how funds are allocated to clubs. Do new clubs start off by receiving a small budget? Do clubs get a monthly budget? Will the club need to raise its own funds? Or, do clubs have to ask for funding for events? Your student activities office and your NSO/NA should be your first stop to discuss funds to help kick start your new club.

Co-sponsoring

The counseling center or the psychology department on your campus may have resources that they are willing to share for worthwhile activities. Invite someone from one of these groups to speak at your event, giving them a chance to speak to students, in exchange for their contribution of resources. This is a win-win for all.

You can also co-sponsor with other clubs on campus with larger budgets, willing to donate funds to a cause they support. Again, this brings new ideas, broader visibility and resources to your club and the campus community.

Donations

Seek in-kind services from other organizations as well. Instead of providing funding, ask if local businesses, academic departments or other campus clubs would be willing to support your event by making copies, providing space, donating food or beverages or in other ways.

Tip: Put a donation box at your events. Add a catchy phrase, like *Funds to show that mental health matters*, that will make people want to donate. It may not seem like much, but everything adds up. At the very least the donations can buy a pizza for your next event (students always come to events for free food!).

And of course,

Traditional fundraising events always work great. Bake sales, selling coffee in the morning, a chocolate night before finals or even a pancake night will bring in people and funding!

NAMI on Campus



How to Talk to School Press

Your school's press can play a vital role in tackling mental health issues on campus and raising awareness. Student press can help your NOC club gain visibility and highlight notable events and information. If you're ever unsure of a topic or want to fact check something for your school's press, make sure to contact your NA and NSO for help. They'll have resources that can help!

Tip: Remember that when you speak with the press, you represent your NOC club, so be sure to promote it!

When it comes to the press, you must be proactive and reactive. Be proactive by building a relationship with someone in the press who will highlight your club and help you promote your events. Provide mental health information and stories to the student press to ensure these events get coverage. Showing the press that you are a reliable source for valuable information on mental health will ensure that they seek NOC's reaction to mental health stories and events on campus and in the community.

Promoting NAMI on Campus

When speaking with your campus press you have the chance to convey how much NOC clubs contribute to raising mental health awareness and positively impact students' experiences. Let your campus know NOC is raising the dialogue and breaking down barriers to talking about mental health--it affects all of us. Explain that it is okay to talk about this subject.

Promote your club's website, social media sites and contact information. Include the time and location of your next meeting, any activities your club has planned or activities your club is participating in.

Facts to mention when talking with your student press:

- ❖ 75% of all lifetime mental health conditions begin by age 24
- ❖ 1 in 5 young adults experiences a mental health condition
- ❖ The percentage of young adults (18-25) who report experiencing a Major Depressive Episode or Any Mental Illness in the previous 12 months has increased every year since 2009
- ❖ Stigma continues to be a barrier to seeking help
- ❖ Students want the following services and supports on campus:
 - Mental health training for faculty, staff and students
 - Suicide prevention programs
 - Peer-run, student mental health organizations
 - Mental health information during campus tours, orientation, health classes and other campus-wide events
 - Walk-in student health centers, 24-hour crisis hotlines, ongoing individual counseling services, screening and evaluation services and referrals to off-campus services and supports

These and other statistics are available at www.nami.org/collegereport and www.nami.org

Weighing in on Important Events

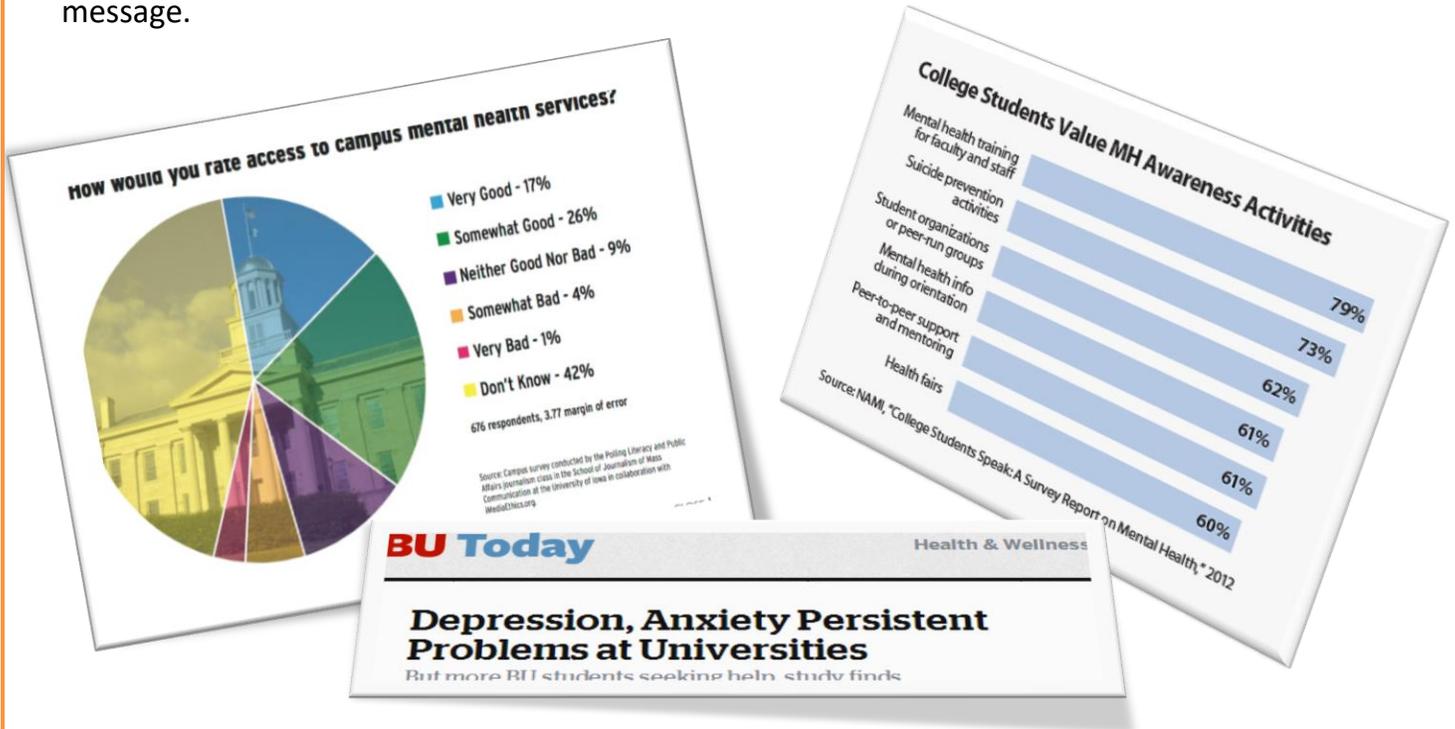
As a leader of NOC you are not only a resource to students but also a voice for the cause. Use your voice to highlight important events on campus, in the community or nationwide. Whether your school press is covering a new campus poll about mental health, a new grant about mental health or even suicide on campus or in the community, be ready to respond to these events to show your support. Your message will help build on the momentum of the event and help raise awareness of mental health issues.

Tip: Avoid identifying someone by their illness (e.g. Jenny is schizophrenic) or using the word “suffer.” Instead use the term **“has a mental health condition”** or **“affected by a mental health condition.”**

Share your Efforts and Progress

Your relationship with the press will provide you with the opportunity to share the efforts your club is making to help raise mental health awareness and to enrich the experiences of all students on campus.

Have press coverage at club meetings, campus-wide events and other activities your club hosts. The more coverage your NOC club can generate, the more students will be impacted by your message.



For more ideas on how to make your NOC club the best it can be, visit <https://nami.org/Extranet/NAMI-on-Campus-Clubs>.

We want to hear about your successes! Please keep us informed of your club happenings at namioncampus@nami.org

Creating a NAMI.org Account

1. Go to www.nami.org and click "Join" in the top right



[About NAMI](#) [NAMI Leaders](#) [Join](#) [Renew](#) [Sign In](#) [en Español](#)

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[LEARN MORE](#) [FIND SUPPORT](#) [GET INVOLVED](#)

Take the Pledge
to be stigmafree

I AM STIGMAFREE

Support NAMI to help millions of Americans who face mental illness every day.

[DONATE NOW](#)

Join thousands of Americans dedicated to improving the lives of people with mental illness.

[BECOME A MEMBER](#)

FIND YOUR LOCAL NAMI

Your State



GO

CALL THE NAMI HELPLINE

800-950-6264

GOT A QUESTION?

[CONTACT US](#)

2. On the Join NAMI page click on “Create Account”

Join NAMI

Become a part of NAMI! Subscribe to the latest mental health updates, participate in an online discussion group, learn how to advocate in your community and add your voice to the NAMI movement.

There Are Two Ways To Become A Part Of NAMI Today:

- Create a free NAMI.org account to start connecting with NAMI and to get all the latest updates.
- Become a NAMI member for \$35 per year. Membership is at all three levels —national, state and local.

Create An Account
Benefits of a free account include:

- Subscribe to content of interest to you, such as *NAMINow!*
- Connect with others in our discussion groups.
- Manage your profile, preferences and subscriptions

[Create Account](#)

Already have an account? [Sign in.](#)

Become A Member
All the benefits of a free account, plus:

- Receive the *NAMI Advocate* magazine.
- Attend the National Convention at a discount rate.
- Online access to member-only content.

[Become a Member](#)

Already a member? [Renew.](#)

3. Fill out the form that appears and check the box next to “I have read and agreed to NAMI’s Terms of Use and Privacy Policy.”

Home → Get Involved → Join → Register

Register For A NAMI.Org Account

Complete the form below to create a free NAMI.org account and start your online connection with NAMI. If you wish to become a dues-paying member of NAMI with rates starting at just \$5 per year, [click here to become a member.](#)

Name

Account Information

I have read and agreed to NAMI's [Terms of Use](#) and [Privacy Policy](#)*

I would like NAMI to contact me by email. This includes an automatic subscription to NAMI Now.

Fields with * are required.

[Register for NAMI.org](#)

FIND YOUR LOCAL NAMI

Your State

CALL THE NAMI HELPLINE

800-950-NAMI
info@nami.org
M-F, 10 AM - 6 PM ET

[FIND HELP IN A CRISIS](#) OR
TEXT "NAMI" TO 741741

4. Hit “Register for NAMI.org”.