Welcome Packet

NAMI
3803 N. Fairfax Dr., Suite 100
Arlington, VA 22201
Main: (703) 524-7600
Email: namioncampus@nami.org
Website: www.nami.org/namioncampus
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 my meeting be?” “What will captivate students and entice them to come back?” This resource helps to answer those questions while also providing tips for your first NAMI on Campus meeting!

**Tip:** Promote! Promote! Promote! Hand out the general 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 a clearly outlined plan of how you will conduct the meeting and what information you will present before you come into the room. Your first meeting is the first time that many people will learn of NAMI on Campus and you want to make a good impression.

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

- Develop the mission and goals of your club. What does your NAMI on Campus 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 a Twitter account for your NAMI on Campus 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.

After the Meeting:

People will be more likely to stay involved in the NAMI on Campus 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) to remind everyone why this club is important and the difference that this club can make.

Most importantly, have fun! Running a NAMI on Campus 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!

---

College Mental Health Videos:

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

Student Video Stories
http://www.ourspace.com.es/

Half of Us Celebrity Videos
http://www.halfofus.com/
This page highlights some of the events that can help your NAMI on Campus (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 piques students' interests!

This page will give you some ideas to get started. You can also access the "Ideas Booklet" at [www.nami.org/namioncampus](http://www.nami.org/namioncampus) 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:

Cultural clubs, LGBT groups, 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 members to your events. 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.
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? Or, do clubs have to ask for funding for events? Your student activities office should be your first stop to seek 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 your School’s 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 NAMI on Campus club gain visibility and highlight notable events and information. This resource will help you take full advantage of your student press and help you learn how to effectively communicate about mental health issues. Remember that when you speak with the press, you represent your NAMI on Campus 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 NAMI on Campus’ reaction to mental health stories and events on campus and in the community.

Tip: Remember! Build on the momentum of events! Building attention leads to broader awareness!

Promoting NAMI on Campus

When speaking with your campus press you have the chance to convey how much NAMI on Campus 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, Facebook page, Twitter and contact information. Also include the time and location of your next meeting and any activities your club has planned.

Facts to mention when talking with your student press:

- One in four young adults between the ages of 18 and 24 has a diagnosable mental health condition.
- Almost 73 percent of students living with a mental health condition experienced a mental health crisis on campus. Yet, 34.2 percent reported that their college did not know about their crisis.
- Stigma is the number one barrier to students 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.
Weighing in on Important Events

As a leader of NAMI on Campus 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 “living with 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 NAMI on Campus club can generate, the more students will be impacted by your message.

For more ideas on how to make your NAMI on Campus club the best it can be, visit www.nami.org/namioncampus.

We want to hear about your successes! Please keep us informed of your club happenings at namioncampus@nami.org and look for our newsletter for more information and ideas!