Planning Guide

for individuals & companies

planning mental health

focused events

Why are mental health events important for our community?

Examples of mental health events and how to get involved.

Important items to keep in mind while planning and marketing your event.

WHY DO WE NEED MORE MENTAL HEALTH FOCUSED EVENTS?

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We all have mental health - but we seem to have a difficult time connecting over it outside a therapy office.

We need to RID the stigma associated with mental health.

Normalize

Stigma

Strong mental health isn't just the absence of mental health problems.

Allowing all parts of ourselves show up in

Inclusion

different environments outside of the counseling office

Your mental health influences how you

Educate

think, feel, & behave in daily life. It also affects your ability to cope with stress, overcome challenges, build relationships, & recover from life's setbacks & hardships.

Create

More safe spaces that allow people to show up as their most authentic selves.

Understand

You are not alone. We are all in this together.

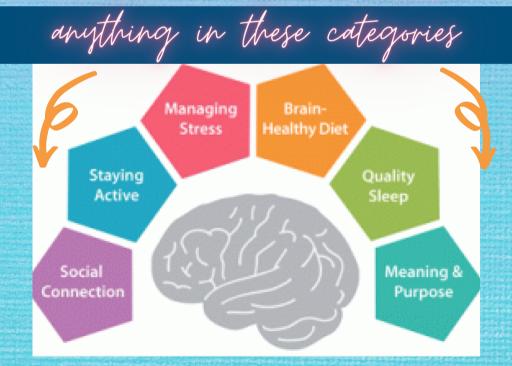
www.mentalhealthlou.com | @mentalhealthlou

event types

Mental health events are not limited to therapy groups. There are so many ways to integrate mental health into all types of workshops, groups, events and get togethers.

- Therapy groups
- Fitness classes
- Wellness workshops
- Webinars focused on connection and community
- Donation events for a mental health nonprofit or agency
- Puppet shows
- Reading circles
- Meditation and mindfulness based activities

- Gardening
- Animal focused events
- Music
- Body work massage,
 energy work, etc.
- LGBTO+ events
- Body positivity events
- Sober events
- Poetry readings
- Spirituality focused gatherings
- and more...



planning time

Get clear. Who is your audience and what do they need?

CUE THE RESEARCH



WHO IS YOUR AUDIENCE?

Think about who you do your best work with. Who sparks that light inside of you? Don't know who that is? Let's find out!

Different audience types





How to find your group

WHAT DO THEY NEED?

Create content that fills in the gap to meet their needs.

Figure out their needs





What do they want





WHERE ARE THE GAPS?

Content gaps





ldentify and fill them in

combine forces

You do not need to do it alone.
Ask for help, and utilize existing resources.

YOU DON'T HAVE TO DO IT ALONE.

REACH

CONNECT WITH SOMEONE OR A TEAM WITH LARGER SOCIAL MEDIA OR PHYSICAL REACH THEN YOU HAVE

leaph more

PEER

REACH OUT TO YOUR FAMILY, FRIENDS AND FRIENDS OF FRIENDS FOR ASSISTANCE

learn more

NON-PROFIT COLLEAGUE

DO A QUICK GOOGLE SEARCH AND REACH OUT TO A LOCAL NON-PROFIT AND SEE IF YOU COULD ASSIST THEM OR VICE VERSA

edyn more

THEY SAY TWO MINDS ARE BETTER THEN ONE! COWORKERS AND SEE IF THEY WOULD LIKE TO

leaph more

COMPANY

COMMUNITY

LOCAL AND AFAR -CONNECT USING SOCIAL MEDIA OR TALKING. ALLOW YOURSELF TO LEAN AND LEARN FROM OTHERS. YOU ARE NOT ALONE

get the word out

Name it, write about it, share it and dont give up!

NAMEIT

Make puns. Be unique. Say the obvious. Vet the name. Spark curiosity.

WHAT INFO TO INCLUDE

event name, start/end time, location
address or web link, summary blurb
of event, items needed for event, links
to your social/website/email, link for
ticket purchase, Appealing graphic

GET THE WORD OUT

Share event info and graphics on...

mental health louisville

do502

redPin ticks

business social media profiles

personal social media profiles

make a fb event page

google my business announcement

press releases

Eventbrite

DON'T GIVE UP

The first planned event might not go to hot, maybe not many people show, or something out of your control happens (weather, pandemic, ETC.)...

NEED MORE ASSISTANCE PLANNING YOUR NEXT EVENT?

<u>CONTACT</u> us for more in depth free based consultations.