

# Planning Guide

*for individuals & companies  
planning mental health  
focused events*

**Why are mental health events  
important for our community?**

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**Examples of mental health  
events and how to get involved.**

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

# WHY DO WE NEED MORE MENTAL HEALTH FOCUSED EVENTS?

## **Connection**

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

## **Stigma**

We need to RID the stigma associated with mental health.

## **Normalize**

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

## **Inclusion**

Allowing all parts of ourselves show up in different environments outside of the counseling office

## **Educate**

Your mental health influences how you 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.



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# 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 non-profit or agency
- Puppet shows
- Reading circles
- Meditation and mindfulness based activities
- Gardening
- Animal focused events
- Music
- Body work - massage, energy work, etc.
- LGBTQ+ events
- Body positivity events
- Sober events
- Poetry readings
- Spirituality focused gatherings
- and more...

*anything in these categories*





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# 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?

Maybe you could pull in a mental health professional to come in and talk to your company about something?

**Content gaps**



**Identify and fill them in**



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# 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

[\*learn more\*](#)

## PEER

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

[\*learn more\*](#)

## NON-PROFIT

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

[\*learn more\*](#)

## COLLEAGUE

THEY SAY TWO MINDS  
ARE BETTER THEN ONE!  
CONNECT WITH YOUR  
COWORKERS AND SEE  
IF THEY WOULD LIKE TO  
TEAM UP

[\*learn more\*](#)

## COMPANY

BUSINESSES WANT TO  
SEE OTHER INDIVIDUALS  
AND BUSINESSES  
SUCCEED. CONNECT &  
ASSIST EACH OTHER IN  
REACHING YOUR  
MISSIONS

[\*learn more\*](#)

## COMMUNITY

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

[\*learn more\*](#)






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# get the word out

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

# NAME IT


**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***

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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?**

CONTACT us for more  
in depth free based  
consultations.