Sample Letter to Administrators

**Note:** There have been a wide range of initial reactions to PostSecretU programs from campus counseling centers and administrators. You may find your campus leadership to be supportive and eager partners for PostSecretU. Alternatively, you may encounter resistance and concerns. The letter below provides a broad template with sample language that you will need to adapt to meet the needs of your organization and the situation you find yourselves facing on campus. We encourage you to read the Risk Management page for additional language that may help address questions and concerns of campus leadership.

[Date]

[Recipient’s Name

Title

Department

City, State, Zip Code]

Dear [Counseling Center Staff/Faculty Member/Administrator],

You are receiving this letter because our organization hopes to participate in the Active Minds PostSecretU program. We are writing to seek your [support, involvement, permission prior to embarking on planning, assistance with…].

PostSecretU is a national program developed by Active Minds ([www.activeminds.org](file:///C%3A%5CUsers%5CMaggie%20Bertram%5CGoogle%20Drive%5CPostSecretU%5CNew%20Non-Chapter%20Kit%5CFinal%20Planning%20and%20Implementation%20Guide%5Cwww.activeminds.org)) in partnership with PostSecret founder and blogger Frank Warren ([www.postsecret.com](http://www.postsecret.com)). PostSecretU supports our organization’s ongoing efforts to foster a positive, educated dialogue about mental health on campus and ensure that students are empowered to seek help should they need it. This letter will address what PostSecretU is and potential benefits for students at [school name] and the entire campus community.

**Description**

Active Minds PostSecretU is designed to build community and give students a forum for expressing thoughts and experiences that they would otherwise hide. Active Minds’ mission is to eliminate the stigma around discussing and seeking help for mental health issues. Research has shown that in order to feel comfortable coming out about their troubles, college students must feel they will be met with social support in doing so. PostSecretU provides an opportunity for members of the campus community to anonymously create a postcard that shares a secret that will be displayed with all other submissions for their peers to see. Secrets are sometimes humorous, more often serious, and are all genuine statements that have the power to inspire a viewer to think, “Hey, me too!” When students feel less alone in their secrets they are more likely to be open about their authentic thoughts and feelings.

Postcards will be distributed to students on campus who will then create and submit their secret to a display for the campus community. Every postcard will be distributed with information about campus mental health services. The submitted postcards will be displayed on [date] at [location]. The hope is that participants will discover that they are not as alone as they feared, and that common issues and themes, especially those related to mental health, will be addressed in subsequent initiatives.

**Benefits**

Active Minds PostSecretU affords our campus the opportunity to:

* Spark conversations about, and networks of support for, taboo topics
* Promote the idea that no one is alone
* Promote a supportive campus environment that supports a safe space for speech
* Identify issues and concerns related to campus climate, policy, and/or conduct
* Identify programmatic and educational needs among the student body
* Distribute information on campus mental health resources
* Promote help-seeking for those in distress

**Partnership [use this section if you are requesting collaboration]**

We recognize that a successful community art project such as this requires the support of the community to promote and execute the program in an exciting, authentic, safe, and educational way. To make PostSecretU a success on our campus, we would like to work with you in the following ways:

* We believe that a critical part of keeping PostSecretU safe and productive for all participants and the campus at-large is convening a review committee that will vet submissions for content of concern. [ask for the addressee to participate in the review committee, make a recommendation of someone who could serve on the committee, or describe who you have already recruited to sit on the committee.]
* [enter your other plans/requests/suggestions here] [e.g. We would like the counseling center to be present to hand out information on your services and resources at our PostSecretU final event and display. We would like you serve on our postcard review committee.]

We look forward to bringing PostSecretU to our campus. If you have any questions or concerns, please do not hesitate to contact us or reference the PostSecretU website ([www.activeminds.org/PostSecretU](file:///C%3A%5CUsers%5CMaggie%20Bertram%5CGoogle%20Drive%5CPostSecretU%5CNew%20Non-Chapter%20Kit%5CFinal%20Planning%20and%20Implementation%20Guide%5Cwww.activeminds.org%5CPostSecretU)

Respectively,

[Your Name Here]

[Role in Organization], [Organization Name]