

CHAPTER LAUNCH GRANT PROGRAM

Active Minds is the nation's premier nonprofit organization supporting mental health awareness and education for students. We are dedicated to saving lives and to building stronger families and communities. Through education, research, advocacy, and a focus on students and young adults ages 14–25, Active Minds is opening up the conversation about mental health and creating lasting change in the way mental health is talked about, cared for, and valued in the United States.

In partnership with the California Mental Health Services Authority (CalMHSA) and the ECMC Foundation, Active Minds is proud to offer grants to select minority-serving institutions (MSIs) nationwide to launch new Active Minds chapters. We expect this unique opportunity to support the development of strong and sustainable Active Minds chapters with an added boost of curated resources and funding. Active Minds has established the contents and deliverables of the grant opportunity based on years of experience in launching chapters, recommendations from student leaders, and public health expertise of Active Minds staff.

The Chapter Launch Grant includes:

- A free curated campus outreach kit of Active Minds swag, giveaways, and tabling materials
- \$250 for a chapter launch event and a list of ideas that you can use to start
- Up to three personalized technical assistance calls with Active Minds staff
- Access to all the resources available to Active Minds chapters nationwide:
 - Downloadable Chapter Foundations Workbook
 - Active Minds' treasure trove of campaigns, kits, outreach materials, and more
 - Active Minds' professional support resources, including the Active Minds National Student Slack Network, Monthly Office Hours, Annual Chapter Online Summit, Chapter Hub, Active Minds National Conference discounts, and more

As an Active Minds chapter and a recipient of the Chapter Launch Grant, your chapter will be expected to:

- Complete three online chapter reporting surveys, known as "Chapter Inventories"
- Organize a chapter launch event with the goal of introducing the new chapter and recruiting members (and take photos to send to Active Minds!)
- Participate in up to three technical assistance calls with Active Minds staff throughout the year
- Join Active Minds National Student Slack Network

Timeline:

- Nov. 2018: Active Minds to notify grantees and register the chapters
- Dec. 2018: Grantees complete the Fall Chapter Inventory
- Feb. 2019: Grantees complete a chapter launch event
- Mar. 2019: Grantees work with Active Minds to plan for student leadership transition and complete the Winter Chapter Inventory
- June 2019: Grantees complete the Summer Chapter Inventory



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Application Requirements:

- Institution must be deemed a minority-serving institution (i.e. Hispanic-Serving Institutions, Historically Black Colleges and Universities, Asian American and Native American Pacific Islander-Serving Institutions, and Tribal Colleges and Universities)
- Demonstrated readiness to launch a sustainable chapter
- Preference will be given to applications that include:
 - A strong plan for hosting a successful chapter launch event, including a description of the event, plans for promoting it, and plans for using the \$250 in funding. Note: We recommend that you use the attached Event Idea Guide to inform your approach
 - Strategies for supporting the sustainability of the chapter including a dedicated staff of faculty advisor and contributing to the national Active Minds movement through fundraising

To Apply:

- Submit the application [here](#). The application will request the following elements:
 - Contact information for three student leaders
 - A compelling application will demonstrate representation from students who are earlier in their college careers and have more time remaining on campus.
 - Letter of commitment from a faculty or staff member who will serve as the chapter's advisor
 - Statement of support from a member of counseling center staff or equivalent mental health services professional (only required the chapter advisor role is held by someone who is not a mental health counselor)

Applications are **DUE** no later than **Friday, October 19th**

Learn more about launching an Active Minds chapter at our “[Start a Chapter FAQ](#)” webpage. If you have questions, reach out to Becky Fein, Associate Director of Programs at Active Minds, becky@activeminds.org.

PLANNING YOUR FIRST CHAPTER EVENT

Active Minds chapters are encouraged to embrace their own creativity and knowledge of the needs of their unique campus when planning events. That said, sometimes it can be difficult to know where to begin! See below for some tips and examples to get the ideas flowing.

To support successful chapter events, Active Minds recommends the following tips:

- Partner with other organizations and departments to integrate your chapter's activities into existing, well-established campus events (e.g. Welcome Week, Activities Fair, Health Fair, Stress Less Week, etc.)
- Choose a well-trafficked location for hosting your event.
- Consider class schedules to select a timeframe when most students are available to participate.
- Consider providing food and/or giveaways to attract students.
- Set-up a resource table to provide information about Active Minds, mental health, and suicide prevention.
- Don't forget to advertise!

Ideas for attracting student participation:

- **Spinner wheel:** Draw in students walking by the event with a spinner wheel and giveaways. Attach a question about the Active Minds mission (i.e. services on campus, mental health statistics, or fact vs fiction questions) to each section of the wheel. Give away prizes to those who answer a question correctly and provide "free" giveaways to anyone who stops.
- **Blackboard wall/board:** Decorate a colorful wall or board with a question for visitors (i.e. What is your favorite way to practice self-care?) to catch the eye of passers-by.
- **Affirmation stones:** Create a space for your campus community to spend some time creating their own affirmation stones, clear rocks decorated with paint and/or inspirational messages glued to the bottom.
- **Instagram frame:** Make a photo frame out of foam board with your chapter's social media handle (@activemindsat...). Have passersby pose with the photo frame and post to social media using a designated hashtag and tagging your chapter. Incentivize posting a photo by raffling off a prize to someone who participates.
- **Thumbprint display:** Draw in your campus community with a display or pledge showing support for mental health. Individuals ink their thumb/hand and print it onto a display. Colors can correspond to different mental health conditions (i.e. red for substance abuse, orange for self-harm, yellow for suicide prevention, etc.) to show support for a particular cause.
- **Trivia Night:** Host a trivia night with a mental health theme. Questions can be about mental health statistics, resources, fact vs fiction, or whatever you can think of. This can be a traditional trivia game with teams, a jeopardy-style format, or similar to the "red-light/green-light" game.