

planning your first chapter event





guide created by

Active Minds Staff & Interns, with insight rooted in reports, feedback, and ideas that we have gathered from Active Minds student leaders all over the country.

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about

Active Minds is the nation's premier nonprofit organization supporting mental health awareness and education for students. More than 15,000 students each year join an Active Minds chapter located at more than 400 high schools, colleges, and universities nationwide. Through education, advocacy, and outreach, students are empowering a new generation to speak openly about mental health, support each other, get help when needed, and take action for suicide prevention.

Join the Active Minds movement to change the conversation about mental health.

activeminds.org

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We encourage the dissemination of this guide.
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Published September 2018

active minds' impact

Active Minds chapters made a huge impact during the 2017-2018 academic year.



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 launch 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 (eg. 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.
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- 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!

attracting participation

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.



attracting participation

Ideas for attracting student participation:

- **Instagram frame:** Make a photo frame out of foam board with your chapter's social media handle (@activemindsat...). Have passers-by 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 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.

For more information, conversation, and ideas, join us on Slack! activeminds.org/slack

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about mental health