

# Campaign Action Plan

Plan your community campaign.

**1 Train leaders and campaign team** as ambassadors. This is a first step to help better communicate and model their commitment to Make It OK and help end the stigma of mental health and illnesses in your community.

**Schedule training.** 2 options:

- **Sign up for an upcoming free virtual ambassador training** offered monthly to the public | [Upcoming Events](#)
- **Request a campaign consultation** with Make It OK to explore personalized training options | [Contact Us](#)

**2 Customize your campaign to meet your community needs.** The Make It OK campaign tools offer a variety of resources to help tailor the campaign to best fit your needs and reflect your community.

- **Become familiar with the tools** and build them into your campaign plan | [Campaign Toolkit](#)
- **Contact Make It OK** if additional modifications to the tools are needed | [Contact Us](#)

**3 Plan a campaign launch event.** Kick-off the campaign to introduce Make It OK by organizing a community event centered around culture, community and connection. Considerations:

**Timing**

- Consider picking a date that aligns with a mental health observance, such as Mental Health Month in May | [MHA Awareness Calendar](#)
- **Determine Date/Time:**
- **Location:**

**Promote event**

- This could be an annual event that the community looks forward to each year and a way to sustain Make It OK beyond the launch.
  - **Develop a communication plan**
  - **Determine the Make It OK campaign tools** and promotional items you will use (flyers, posters, pledge, brochures, tshirts, etc.) | [Campaign Tools](#)
  - **Other promotional details:** \_\_\_\_\_

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**Engage community members and raise awareness.** Below are some ideas to get started:

- **Plan an event celebrating community, culture, connection, and breaking down the stigma of mental health and illnesses.** Provide opportunities to immerse in cultural traditions, food, music, dance, art, storytelling and local resources to help unite people, spark change, and nurture understanding
- **Host Make It OK presentations across the community.** Encourage your ambassadors to help facilitate these presentations or promote upcoming presentations offered virtually through Make It OK | [Upcoming Events](#)
- **Start the conversation.** Consider having a community leader or member share their mental health and stigma experience or invite a guest speaker from Make It OK, NAMI, or similar groups
- **Share stories.** Invite community members to share how they see stigma showing up in their communities or their own mental health lived experience | [Share Your Mental Health Lived Experience Submission Form](#)
- **Engage with local resources.** Invite mental health agencies and services in your community to get involved and connect people to their care and resources
- **Offer interactive experiences.** Online or in-person, to foster learning and open discussions about mental health and stigma. Direct community members to Make It OK's online [Interactive Experiences](#), [Stories](#), [Take the Pledge](#), [Resources](#) and more
- **Giveaways.** Spread awareness with Make It OK promotional items | [Shop Make It OK](#)
- **Explore more ways to engage the community:**

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