

Campaign Action Plan

Plan your workplace 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 workplace mental health.

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 workplace and employee 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 workplace.

- **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 by organizing an all-employee event to introduce Make It OK. 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 employees 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 employees and raise awareness. Below are creative ideas to help get started:

- **Host a Make It OK presentations.** 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 leader or employee share their mental health and stigma experience or invite a guest speaker from Make It OK, NAMI, or similar groups
- **Share stories.** Invite employees 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](#)
- **Promote your Employee Assistance Program (EAP)** and mental health benefits
- **Offer interactive experiences.** Online or in-person, to foster learning and open discussions about mental health and stigma. Direct employees 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 employees:**
