

Getting Started: Outreach

Slide 1: Title

Welcome to our Getting Started Video covering how to outreach to schools.

Slide 2: Resource location

The following slides will be reviewing the “Getting Started” section in NAMINet. All links and references will be available to download from that page.

Slide 3: Utilizing Existing Contacts

When considering where to start with outreach, it is always a good idea to start with the folks you already know. Not everyone starts at the same place, so here are a few ideas to help you think about your existing contacts:

- Schools you’ve worked with for presentations or resource fairs
- Parents attending your classes or support groups
- Young adults who attend your classes or support groups
- Community centers you have partnerships with

In the “Getting Started” section there’s an example of what an outreach email could look like. You can use it to help start a conversation about NOC.

Slide 4: Marketing

You can find all of our downloadable logos and templates in the “Logo and Promotional Materials” section. You can use the templates to add your contact information or create new materials with the NAMI On Campus themes and logo to fit your affiliate’s needs.

A big part of marketing NOC to youth and young adults is thinking about how and where they will receive the information.

- What kind of content are you creating to engage youth and young adults to learn more?
- Where are you sending your message?

Here are some examples of where you could be spreading the word:

- Social media through posts, videos, and engagement
- Events- providing flyers, adding info at the end of a presentation, tabling
- Community Centers

One way to connect is by engaging in trends that can support your message on different social media platforms. You can use a popular background song or participate in a challenge to shed light on NOC or young adult mental health. We have a bunch of fun video ideas on NAMI’s TikTok page that can help inspire some concepts for you to try.

If you need some help with bringing in new young audiences, consider advising directly with the demographic by starting a youth advisory or focus group. This probably sounds easier said than done, but it's worth a shot to start small. Try engaging the youth in your lives like your own kids or friends and family.

After you start engaging more youth and young adults, you can begin to bring in more perspectives to improve your outreach.

Slide 5: Review

Now let's review some of main topics:

- Reach out to existing contacts who have connections to high schools and colleges
- Think about your how, where, and when for marketing to reach youth and young adults
- Connect with youth in your community to provide insight into how you should be doing your outreach

Slide 6: Closing

All information provided in this video can be found throughout the "Getting Started" section. If you have any questions about NOC, please contact NAMIONCampus@NAMI.org.