NAMI On Campus Action Plan   
In Collaboration with NAMI State/Affiliate and NAMI on Campus of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Year: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

NAMI On Campus Club Name: \_\_\_\_\_\_\_\_\_\_\_\_

As you begin your work as a NAMI on Campus club, it’s important to lay out an action plan for this first year and for the years that follow. To be most successful, this action plan should be a product of your NAMI on Campus club officers and/or members, NAMI state office staff and/or local NAMI affiliate staff, and your faculty advisor. It’s important to begin your communication with your local NAMI offices through this action plan because they’ll have many ideas, resources, contacts, and NAMI specific information that will be useful to you and your NAMI on Campus club. We, at NAMI, want to make sure that you’re set up for success!

This template is intended to help your NAMI on Campus club map out what you hope to accomplish as a club. This action plan is flexible and will change as the year goes on and the club’s focus changes. In fact, if planning out the first full year is overwhelming, take it down to 6 months or even every quarter. Do what works best for your club.

Each proposed action step should fall under at least 1 goal or objective in this document and should never be inconsistent with any of the listed goals or objectives. It is unlikely that any action plan will include action steps under every objective.

It is recommended that the final action plan list each goal for your club with detailed steps on how to get there (e.g. include due dates, contacts, assignments, etc). Most importantly, it should be FUN!

## Build and strengthen NAMI on Campus club structure

Goal: NAMI on Campus of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ will work to build and strengthen the structure of their club.

Objectives:

NAMI on Campus members will work with NAMI state office and/or NAMI affiliate to:

A. Develop effective, two-way communication between local NAMI leaders

B. Develop effective, two-way communication between the school counseling department and other mental health services offered at school

C. At least annually, assess NAMI on Campus needs, strengths, capacity, and opportunities to grow a wider and deeper school presence

D. Develop an action plan that strengthens the presence of NAMI on Campus in compliance with NAMI state and/or affiliate office policies and procedures.

List plans to build and strengthen the club’s structure below:

## Mental Health Education & Support

Goal: NAMI on Campus of \_\_\_\_\_\_\_\_\_\_ and local NAMI Leaders will work with the school counseling department and/or personnel to offer NAMI education programs that meet the needs of students.

Objectives:

NAMI on Campus members will work with NAMI state office and/or NAMI affiliate to:

A. Regularly assess opportunities and capacity to offer or grow NAMI education programs

B. Assess and Increase diversity by reaching out to diverse groups at your school. You should represent the diversity of your student body!

F. Provide resources from the school counseling department, your local and state NAMI and other local mental health resources

List plans to offer Education and Support with detail below:

## Raising awareness through on campus events

Goal: NAMI on Campus of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ will work with school contacts and partnerships, as well as NAMI state and affiliate offices, to hold consistent events to raise mental health awareness and increase NAMI on Campus membership and participation.

Objectives:

NAMI on Campus members will work with the contacts above to:

A. Hold a minimum of (1) meeting of NAMI on Campus members and/or interested students a month to increase participation and engagement

B. Plan and execute a minimum of (1) awareness activity a quarter to increase mental health knowledge at school, interest in NAMI on Campus and membership (examples: stomp out stress event prior to exams, host Stigmafree campaign and have students take the pledge, host a NAMI Ending the Silence presentation, hand out inspirational notes and candy, scavenger hunt to counseling office, etc)

C. Partner and/or support at least (1) school club on an event they’re planning per year

D. Plan and execute a minimum of (1) larger scale event at school per year (examples: candlelight vigil, mental health related movie and panel discussion, concert/talent show/open mic night, create a team for the local NAMIWalk, etc.)

List plans to raise awareness on campus through events with detail below:

## Campus, Local and/or Statewide Policy & Advocacy

Goal: NAMI on Campus of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ will work with their local and state NAMI leaders to lead change at school on behalf of the mental health needs of students as well as engage local decision makers, agencies and others about NAMI state and national policy goals.

Objectives:

NAMI on Campus members will work with their local and state NAMI to:

A. Regularly assess the mental health needs of students at school and work closely with the school’s leadership and counseling department to meet those needs

B. Learn about the policy platform and advocacy priorities of your state and local NAMI and decide what policies are important to your club members and get involved

C. Grow your school advocacy capacity and engagement with tools and events with support from your local and state NAMI

List plans to advocate on campus, locally and statewide with detail below:

## Club Capacity

Goal: NAMI on Campus of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ will work with club members and contacts at school, and through NAMI, on efforts to expand and diversify members and financial resources to meet its club goals.

Objectives:

NAMI on Campus members will work to:

A. Strategize with local and state NAMI contacts on campus fundraising efforts, including participation in, and assistance with outreach for NAMIWalks, complying with all NAMI policies and procedures around fundraising

B. Collect contact information from students and school staff at all NAMI on Campus events to build a listserv for outreach

F. Actively recruit and report NAMI memberships so all NAMI on Campus members can be involved with all levels of NAMI (national, state and local)

List plans to actively build club capacity with detail below: