

Engaging Our Communities: A Promotion Toolkit for NAMI Presentations

This toolkit includes promotional templates and guidance for promoting presentations that are supported by NAMI Wisconsin. These include:

- NAMI In Our Own Voice (IOOV)
- NAMI Wisconsin The Family Experience
- NAMI Family & Friends
- NAMI Wisconsin Hearing Voices
- NAMI Sharing Your Story with Law Enforcement (will be added to future promoting CIT guide)

If you have additional questions, please reach out to programs@namiwisconsin.org.

Reminder: NAMI Brand Guidelines

- [NAMI Identity Guide](#) (colors, fonts, how we talk about NAMI, etc.)
- [NAMI In Our Own Voice logo](#)
- [NAMI Wisconsin The Family Experience logo](#)
- [NAMI Family & Friends logo](#)
- [NAMI Sharing Your Story with Law Enforcement logo](#)
- [NAMI Wisconsin Hearing Voices logo](#)


WHERE TO BEGIN:

Before launching new outreach efforts, it's important to assess what you're already doing. Many affiliates discover that simply improving visibility of existing offerings can significantly boost participation.

Basic Promotion Checklist:

- **Website Visibility**
 - Are your upcoming presentations clearly listed on your website?
 - Can visitors easily find:
 - What the presentation is about?
 - When/where it's happening (or how to access them virtually)?
 - How to sign up or attend?
 - Are links, registration forms, and contact information working and up to date?
 - Are the descriptions written in clear, inviting, non-clinical language?
- **Search Optimization**
 - Does your site come up when people search for terms like "mental health presentation [your city/county]"?

- Is your event calendar up-to-date and easily accessible from your homepage?
- **Printed Materials**
 - Do your flyers and handouts reflect the most up-to-date information?
 - Are they available at your office, at tabling events, and in the community?

 *TIP: Ask someone unfamiliar with your affiliate to try to find and register for a presentation from your website. Their experience can reveal blind spots or unclear navigation.*

OUTREACH & MARKETING:

Let's explore how to effectively promote your presentations through outreach and marketing. Begin with the foundational, beginner-level strategies to build awareness and visibility. Once those are in place and working well, you can confidently expand into intermediate and advanced tactics to deepen engagement and reach even more people in your community.

This toolkit contains graphic design templates through Canva. Canva offers nonprofit organizations free access to all the premium features of Canva Pro. [Click here to apply for a Canva Nonprofit Account](#). For more information and tutorials on how to use Canva, [click here](#).

Suggested Marketing Timeline

- **6–8 Weeks Before:**
 - Finalize presentation logistics (date, time, location, presenters)
 - Create registration form (if applicable) and add information to your website
 - Create Facebook event
 - Send out registration and information via email, newsletter, social media, etc.
- **4–6 Weeks Before:**
 - Distribute flyers & digital toolkits to schools, libraries, community orgs
 - Send out RSVP/registration form (if applicable)
 - Share weekly or bi-weekly social media posts
 - Direct outreach to local media or event calendars
- **2 Weeks Before:**
 - Check registration – do another email push if registration numbers are low (if applicable)
 - Reminders via email and social
- **Week of:**
 - Send calendar invite to people who have registered (if applicable)
- **Post event:**

- o Send thank yous to attendees and partners, include resources and future events
- o Share recap and photos on social media

Beginner Marketing:


- Have information about presentations easily accessible on your website
- If it is a NAMI National Program (IOOV or SYSLE), add your program listing to [NAMI National's website](#) using NAMI 720
 - o Find instructions on how to use NAMI 720 and add your program listing to NAMI National's website in the [Programming Road Map – II. Program Coordinator Manual](#) in Section 5.

- Create a Facebook event for the presentation


- o [Facebook Event Cover Templates](#)
- o *In Our Own Voice Facebook Event Description:* Join us for NAMI In Our Own Voice — a powerful presentation that offers insight into the real-life experiences of people living with mental health conditions.


This free, XX-minute presentation features two trained speakers sharing their personal journeys with mental health challenges and recovery. Through honest storytelling, reflection, and Q&A, In Our Own Voice humanizes mental health, fights stigma, and shows that recovery is possible.


Whether you live with a mental health condition, love someone who does, or simply want to be a more informed and compassionate community member—this presentation is for you.

 What to Expect:

- ✓ Personal stories of lived experience and recovery
- ✓ Time for Q&A and open conversation
- ✓ Resources and hope for individuals and families


 Location: [Insert venue name or "Virtual via Zoom"]

 Date & Time: [Insert details]

 Free & open to the public!


- o *The Family Experience Facebook Event Description:* Join us for NAMI Wisconsin: The Family Experience, a powerful and moving presentation about what it's like to love someone living with a mental health condition. Through real stories told by people with lived experience, this free event explores the emotional journey families often face: confusion, fear, frustration, and ultimately, hope and resilience. Whether you're a parent,


sibling, spouse, friend, or someone who simply cares, you'll find connection, understanding, and support in this honest conversation.

 What to Expect:

- ✓ Firsthand stories from family members navigating mental illness
- ✓ Reflections on hope, growth, and finding support
- ✓ Mental health resources and tools for family members
- ✓ Time for Q&A and community discussion

 Location: [Insert location or "Virtual via Zoom"]

 Date & Time: [Insert date/time]


 Free & open to the public — all are welcome!

- o *NAMI Family & Friends Facebook Event Description:* NAMI Family & Friends is a free 90-minute [or 4-hour] seminar designed to support and empower people who care about someone facing mental health challenges. This presentation offers practical information, coping strategies, and guidance from people who have been there.

Whether you're a parent, sibling, partner, friend, or neighbor, you'll walk away with tools to better understand your loved one's experience and take care of your own well-being too.

What You'll Learn:

- ✓ Basics of mental health conditions
- ✓ Tips for communication and crisis support
- ✓ How to navigate the mental health system
- ✓ Resources available in your community
- ✓ Stories from others with lived experience

 Date and Time: [Insert date and time]

 Location: [Insert location or "Virtual event"]

 Free and open to the public

 Q&A included at the end

- o *NAMI Wisconsin Hearing Voices Facebook Event Description:* What's it like to hear voices that others don't? NAMI Wisconsin's Hearing Voices is a powerful, immersive experience designed to deepen understanding of what it can be like to live with auditory hallucinations, a symptom common in schizophrenia, PTSD, bipolar disorder, and other mental health conditions.

Participants will complete everyday tasks like reading, writing, or having a conversation while wearing headphones that simulate the experience of

hearing distressing or distracting voices. This simulation is followed by a guided debrief and group discussion led by trained facilitators.

This program is ideal for anyone seeking greater empathy and insight, including family members, students, educators, mental health professionals, and community members.


What to Expect:


✓ A safe, guided simulation experience


✓ Honest discussion and reflection

✓ Tools to increase compassion and reduce stigma

✓ Mental health resources and support

 Date and Time: [Insert date and time]

 Location: [Insert location]

 Free and open to the public — space is limited, registration encouraged

 Facilitated discussion and Q&A included

- Post on social media starting 6-8 weeks in advance
 - [NAMI In Our Own Voice \(IOOV\) social media template](#)
 - [NAMI Wisconsin The Family Experience social media template](#)
 - [NAMI Family & Friends social media template](#)
 - [NAMI Wisconsin Hearing Voices social media template](#)
- Post on social media a few days before event or before registration closes as a reminder
- Include information about the presentation in your affiliate's newsletter

Intermediate Marketing

- Send out an email to your members, donors, and other contacts
 - [Email examples](#)
- Print flyers and post them at local libraries, community centers, coffee shops, laundromats, etc. Keep a few copies at your office and distribute at your resource table when you exhibit.
 - [NAMI In Our Own Voice \(IOOV\) flyer template](#)
 - [NAMI Wisconsin The Family Experience flyer template](#)
 - [NAMI Family & Friends flyer template](#)
 - [NAMI Wisconsin Hearing Voices flyer template](#)
- Add information to your email signature
 - [Email Signature templates](#)
- Tell your community partners
 - Email or call local therapists, clinics, hospitals, faith groups, etc.
 - Give them a flyer or digital version of your group info to share
 - Ask: would you be willing to refer people or post this on a bulletin board?
 - [Email Examples](#)

Expert Marketing

- Make sure your [Google business profile](#) lists your current up-to-date information
- Include information about support groups in all presentations or talks you give
 - [PPT template](#)
- Share your social media posts or events to local Facebook groups (example: 'What's Happening in Fox Valley' Facebook Group)
- Submit presentation to local community calendars
- Send out a press release to local media outlets
 - [Press release template](#)

Final Tips and Encouragement

- Be Consistent and Patient
- Focus on Connection, Not Just Attendance
- Lean on the NAMI Network for Ideas and Support