

Engaging Our Communities: A Promotion Toolkit for NAMI Educational Programs

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

- [NAMI Family-to-Family](#)
- [NAMI Peer-to-Peer](#)
- [NAMI Hearts + Minds](#)

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 Family-to-Family](#)
- [NAMI Peer-to-Peer logo](#)
- [NAMI Hearts + Minds 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 educational programs clearly listed on your website?
 - Can visitors easily find:
 - What the program 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 education [your city]"?
 - 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 an educational program from your website. Their experience can reveal blind spots or unclear navigation.*

OUTREACH & MARKETING:

Let's explore how to effectively promote your educational programs 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 nonprofits 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

- **10–12 Weeks Before Classes Start:**
 - Finalize program logistics (date, time, location, presenters)
 - Create registration form and add information to your website
 - Create Facebook event
 - Send out registration and information via email, newsletter, social media, etc.
- **6–10 Weeks Before Classes Start:**
 - Distribute flyers & digital toolkits to schools, libraries, community orgs
 - Push out RSVP/registration form
 - Share weekly or bi-weekly social media posts
 - Direct outreach to local media or event calendars
- **4 Weeks Before Classes Start:**
 - Check registration – do another email push if registration numbers are low
 - Reminders via email and social media
- **Week of First Class:**
 - Send calendar invite to people who have registered
- **Week of Each Class:**
 - Send a reminder email that the class is coming up with date and time
- **Post event:**
 - Send thank yous to attendees and partners, include resources and future events
 - Share recap and photos on social media

Beginner Marketing:

- Have educational programs easily accessible on your website
- Add your program listing to [NAMI National's website](#) using NAMI 720
 - Find instructions on how to use NAMI 720 and add your program listing to NAMI National's website in the [NAMI Help Page: 720](#).

- Create a Facebook event for the presentation

- [Facebook Event Cover Templates](#)
- *NAMI Family-to-Family Facebook Event Description:* Are you supporting a loved one living with a mental health condition? You are not alone, and help is available.

NAMI Family-to-Family is a free, 8-week educational class for family members, partners, and friends of adults living with mental illness. Taught by trained volunteers who have been there, this class offers insight, practical tools, and a supportive community.


 This course meets every XX from XX, beginning XX through XX.


Class dates: XX

What you'll gain:

- ✓ A better understanding of mental health conditions
- ✓ Communication and problem-solving skills
- ✓ Strategies for self-care and setting boundaries
- ✓ Support from others who truly understand

Whether you're new to the mental health world or have been supporting a loved one for years, this class is designed to help you find connection, strength, and hope.

 Registration is required and space is limited. [registration link]

 [Insert location or note if virtual]

 Questions? Contact [Insert contact info]

- *NAMI Peer-to-Peer Facebook Event Description:* NAMI Peer-to-Peer is a free, 8-week class designed to help you better understand yourself, manage symptoms, and build a life rooted in hope and strength. The class is led by trained individuals with lived experience who truly understand what it's like to face mental health challenges.

 This course meets every XX from XX, beginning XX through XX.


Class dates: XX

What you'll experience:

- ✓ Practical tools for coping and self-care
- ✓ Insight into recovery and wellness
- ✓ A judgment-free space to share and grow
- ✓ Connection with people who get it


You don't have to figure it all out on your own. Join a community that supports you every step of the way.

 Registration is required and space is limited. [registration link]

 [Insert location or note if virtual]

 Questions? Contact [Insert contact info]

- o *NAMI Hearts+Minds Facebook Event Description:* Your mental and physical health are deeply connected. Learn how to care for both in NAMI Hearts + Minds! NAMI Hearts+Minds is a free, 5-week wellness class for adults living with mental health conditions or their family members. It focuses on how lifestyle, habits, and overall health can support your mental health journey.

 This course meets every XX from XX, beginning XX through XX.

Class dates: XX

In this class, you'll learn about:

The link between mental and physical health

Nutrition, exercise, and sleep


Managing stress and chronic health conditions

Navigating primary care and advocating for health needs

Building daily habits that support long-term wellness

Small changes can make a big difference

 Registration is required and space is limited. [registration link]

 [Insert location or note if virtual]

 Questions? Contact [Insert contact info]

- Post on social media starting 6-8 weeks in advance
 - o [NAMI Family-to-Family social media templates](#)
 - o [NAMI Peer-to-Peer social media templates](#)
 - o [NAMI Hearts + Minds social media templates](#)
- Post on social media a few days before registration closes as a reminder
- Include information about your upcoming class in your affiliate's newsletter

Intermediate Marketing

- Send out an email to your members, donors, and other contacts
 - o [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.
 - o [Flyer templates](#)
- Add information to your email signature
 - o [Email Signature templates](#)
- Tell your community partners
 - o Email or call local therapists, clinics, hospitals, faith groups, etc.
 - o Give them a flyer or digital version of your group info to share
 - o Ask: would you be willing to refer people or post this on a bulletin board?
 - o [Email Examples](#)

Expert Marketing

- Make sure your [google business profile](#) lists your current up-to-date information
- Include information about upcoming programs 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