

WELCOME TO

MENTAL HEALTH ASSOCIATION OF THE TRIAD

CAMPAIGN PLAN BY: PR INNOVATION TEAM

LETTER OF TRANSMITTAL

PR Innovation Team
Greensboro, NC
Mental Health Association of the Triad
High Point, NC

Dear Mr. Foushee & Team,

On behalf of our entire PR Innovation Team, we would like to extend our heartfelt gratitude for the opportunity to collaborate with your amazing organization. It has been an honor to work on creating a campaign plan that aligns with your mission of promoting mental health and supporting individuals in need.

We are thrilled to submit our campaign plan for your review. This plan has been thoughtfully designed to broaden the reach of the Mental Health Association of the Triad into key cities such as Greensboro and Winston-Salem. Our goal is not only to expand your audience but also to attract new patients, donors, and supporters while strengthening your social media presence. We believe that this campaign will empower your organization to connect with more people, generate impactful conversations around mental health, and inspire meaningful action.

Working on this project has been a truly rewarding experience for our team. We admire your dedication to mental health advocacy, and we are eager to support your efforts through this campaign. It is our hope that this collaboration will lead to a successful partnership where together, we can make a positive difference in the community!

EXECUTIVE SUMMARY

We propose a revitalization plan for the Mental Health Association of the Triad (MHA), with the goal of increasing its visibility, expanding its audience, and strengthening its reputation in the community. MHA has built a strong foundation through longstanding programs such as the Destiny House and its support for individuals facing legal challenges, but there is an opportunity to modernize and refresh its approach to mental health advocacy.

Our recommendation is to introduce a campaign centered around the theme "It's okay not to be okay," which could resonate deeply with various demographics and help normalize conversations about mental health. This theme can create a supportive space where individuals feel comfortable reaching out for help, reducing stigma and encouraging dialogue about mental health struggles. By emphasizing that mental health challenges are a natural part of life and that support is always available, MHA could position itself as a forward-thinking, approachable resource.

Survey results and interviews with the community have provided valuable insights. They reveal that the term "mental health" means something different to every person, ranging from stigma, anxiety, depression, and stress, to a general state of mind. This highlights the diverse and personal nature of mental health, which can influence how people perceive and engage with mental health services. Additionally, the findings show that the audience is equally split between men and women, yet it's commonly observed that men tend to be less open about mental health. This indicates a potential need for tailored approaches that can encourage men to feel more comfortable discussing mental health, breaking down barriers of stigma.

Based on these insights, we suggest expanding MHA's digital presence, which could help bridge these gaps. Creating engaging content on social media platforms, such as event reels, interviews, and initiatives like "Mindful Mondays" where MHA offers tips and advice on managing mental health, could effectively engage a wider audience. The campaign theme "It's okay not to be okay" could serve as a central message to normalize these conversations and promote MHA as a relatable and accessible resource.

By incorporating these strategies, MHA could attract more participants to its programs, secure additional funding, and expand its impact across different age groups, including adolescents, college students, and adults ages 24-55. We believe this refreshed approach would help MHA continue its important work while also broadening its reach to those who may not currently seek out its services. Ultimately, this proposal aims to blend MHA's rich tradition with fresh, innovative ideas that could further its mission of supporting mental health in the Triad region.

SWOT ANALYSIS

STRENGTHS

- **Staff Background:** The team's personable profiles, including favorite self-care methods and quotes, create a welcoming, relatable connection with patients.
- **Donor Transparency:** Clearly listing donation benefits builds trust and demonstrates tangible community impacts.
- **Consistent Content:** Regular posting of informative campaigns and infographics increases visibility and credibility among target demographics.

WEAKNESSES

- **Website Engagement:** The site lacks testimonials and engaging visuals like reels, videos, and personal success stories to foster connection.
- **Affirmations:** Adding daily affirmations or shareable content could enhance online engagement and brand connection.
- **Social Media Diversity:** The limited diversity of social content weakens connections with millennial and Gen Z audiences.

THREATS

- **Competition:** Similar non-profits offering comparable services may dilute MHA's appeal unless innovative programs are introduced.
- **Donor Competition:** Limited donor budgets and loyalty to other non-profits could hinder funding opportunities

OPPORTUNITIES

- **NC A&T Collaboration:** Partnering with the university increases reach to younger demographics, opens funding opportunities, and raises campus awareness.
- **Community Partnerships:** Collaborating with local events and organizations expands visibility and promotes services to wider audiences.
- **Strategic Marketing:** Distributing materials at other mental health facilities and collaborating on workshops enhances reach and credibility.
- **Local Media Coverage:** Publishing a feature in a local newspaper would spotlight MHA's impact and services, increasing public interest and engagement

RESEARCH QUESTIONS

Demographics

1. What gender do you identify as?
2. Age:
3. What is your ethnicity:
4. Household Income

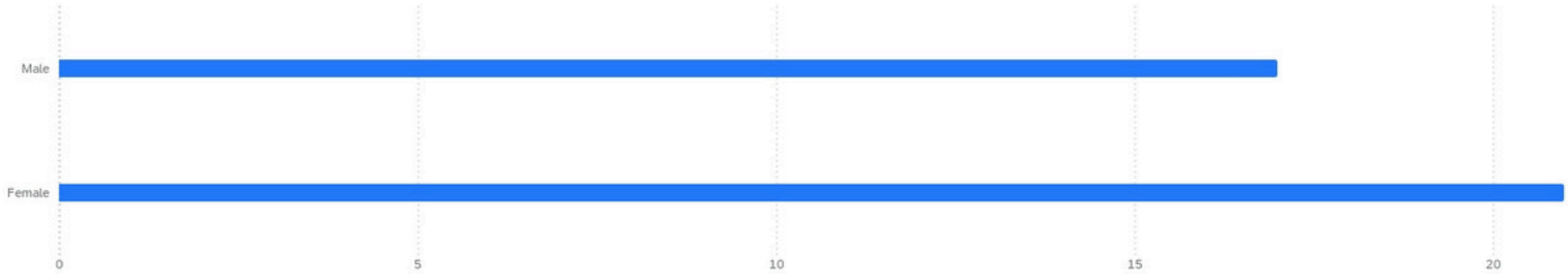
Mental Health Q's

1. Do you feel you struggle with mental health?
2. How do you feel about talking to someone about your mental health struggles?
3. What has your experience been like in seeking help for your mental health, if you've done so?
4. What comes to mind when you hear the phrase 'mental health':
5. How do you think the content you see on social media impacts your mental health, positively or negatively?

6. What kinds of resources or environments would make you feel more comfortable discussing your mental health with someone?
7. How do you feel when you read or hear positive affirmations? What kind of impact do they have on you?
8. What strategies or practices do you use to manage stress and difficult emotions?
9. If you were experiencing a mental health crisis, where would you feel most comfortable turning for help?
10. Have you ever used any of the campus resources in combating mental health issues? How do you feel mental health issues are handled in your community, workplace, or school?

RESEARCH QUESTION RESULTS (DEMOGRAPHICS)

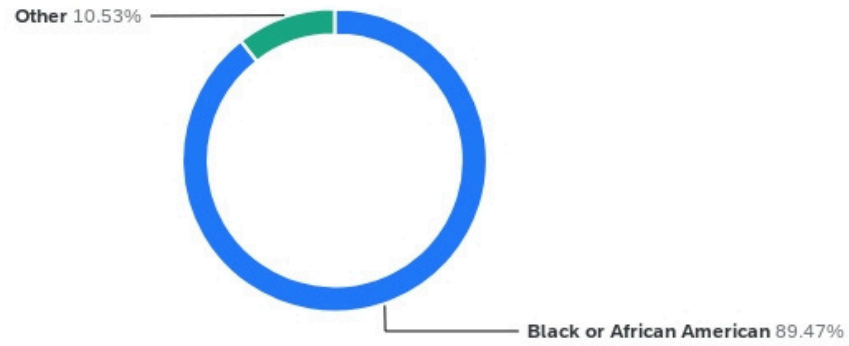
Q1 - what gender do you identify as? 38



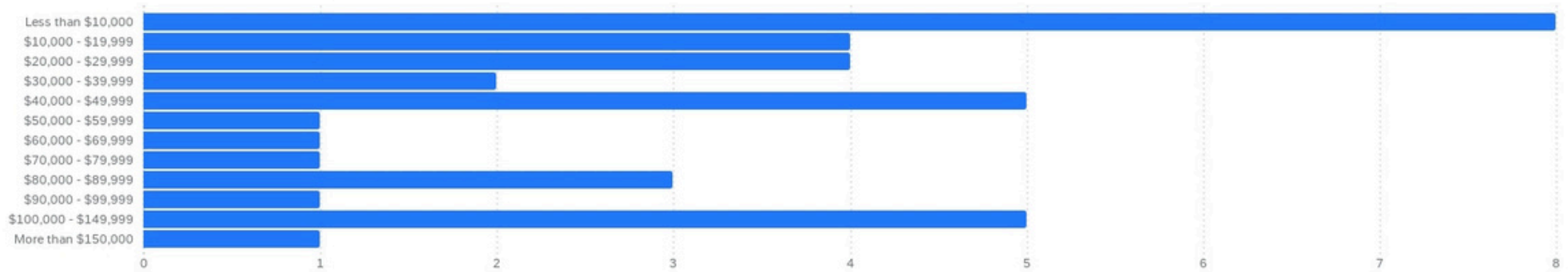
Q2 - Age				
23	30	24	38	23
26	21	28	19	
19	31	35	21	
19	24	24	22	
20	29	50	22	
21	32	29	21	
21	33	19	21	
20	24	48	21	
22	34	20	23	

RESEARCH QUESTION RESULTS (DEMOGRAPHICS)

Q3 - What is your ethnicity? - Selected Choice 38

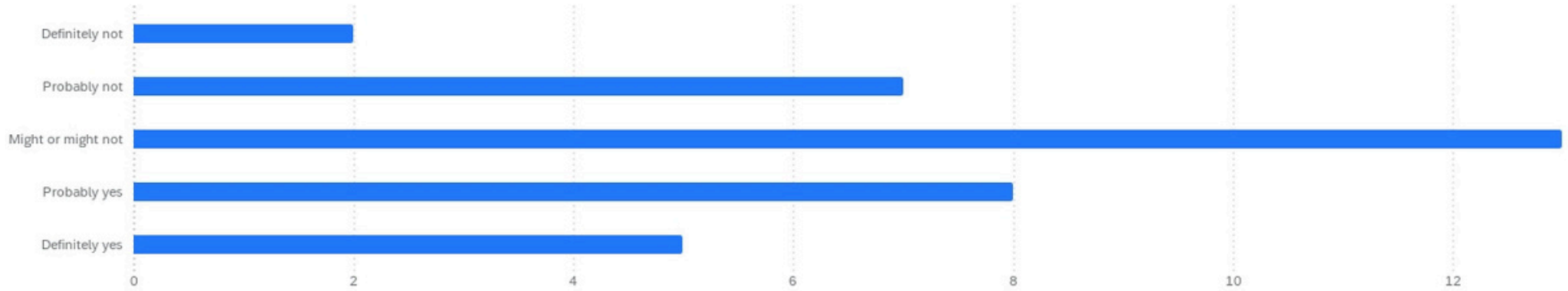


Q4 - Household Income 36



RESEARCH QUESTION RESULTS (MENTAL HEALTH Q'S)

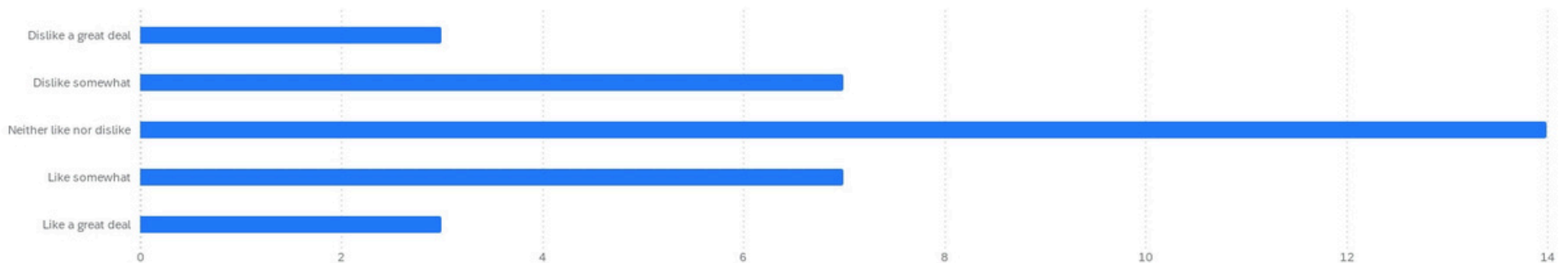
Q1 - Do you feel you struggle with Mental Health? 35



Q2 - How do you feel about talking to someone about your mental health struggles? 36



Q3 - What has your experience been like in seeking help for your mental health, if you've done so? 34

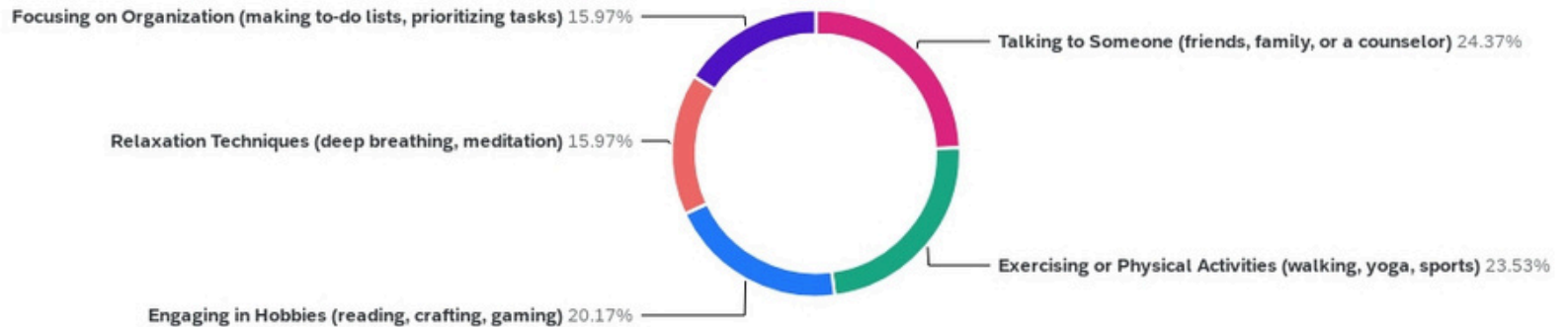


RESEARCH QUESTION RESULTS (MENTAL HEALTH Q'S)

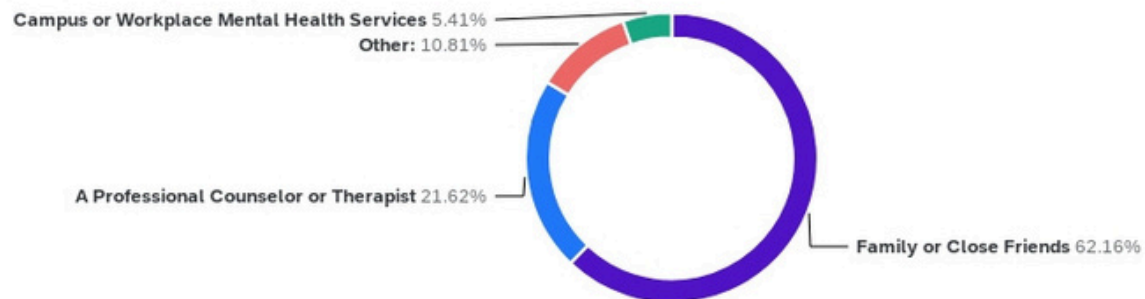
Q7 - How do you feel when you read or hear positive affirmations? What kind of impact do they have on you? 38



Q8 - What strategies or practices do you use to manage stress and difficult emotions? 38

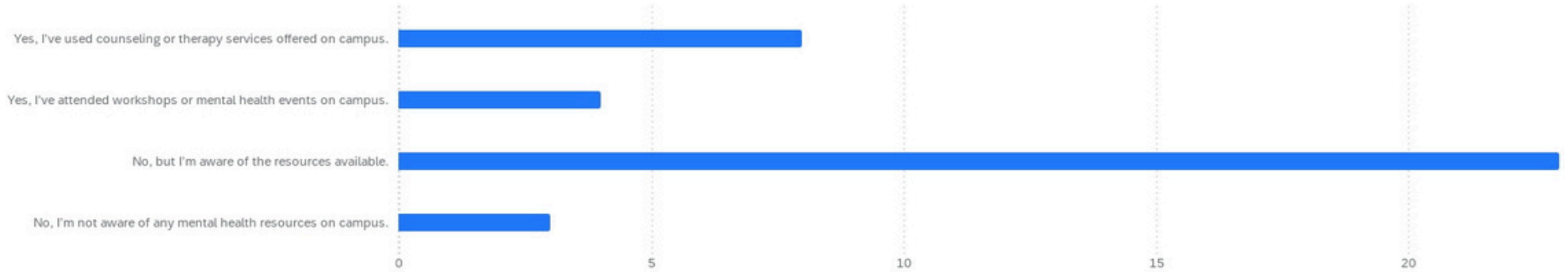


Q9 - If you were experiencing a mental health crisis, where would you feel most comfortable turning for help? - Selected Choice 37

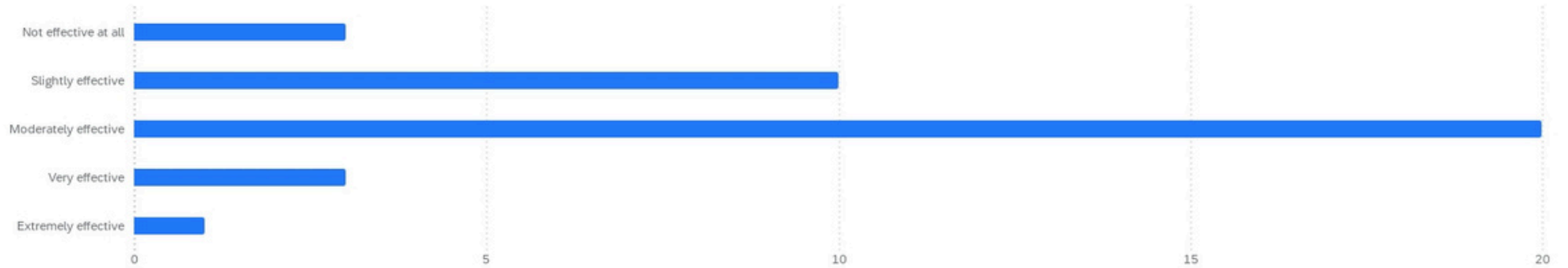


RESEARCH QUESTION RESULTS (MENTAL HEALTH Q'S)

Q10 - Have you ever used any of the campus resources in combating mental health issues? 38



Q11 - How do you feel mental health issues are handled in your community, workplace, or school? 37



HOW RESEARCH GUIDES OUR CHOICES

To target a new demographic between the ages of 24 and 55, we conducted surveys, gathering around 40 responses. Participants ranged from 19 to 50, with an almost equal gender split. Most respondents identified as Black or African Americans, and a majority reported household incomes of less than \$10,000.

The survey revealed that many participants struggled with mental health and commonly associated mental health with stress, depression, anxiety, and therapy. However, fewer respondents linked mental health with positive concepts like peace, well-being, or happiness. Additionally, many shared that discussing mental health and seeking help was challenging. Some participants suggested having a relaxing, private, and non-judgmental environment would help them feel more comfortable, as well as transparency about the qualifications of the staff. When asked about the impact of social media on their mental health, most participants reported neutral or negative effects.

Based on our results, our action plan focuses on four key strategies. First, we will increase awareness of MHA's services, including programs like Destiny House and court services. We plan to do this by uploading social media posts, video testimonials, and behind-the-scenes content highlighting staff collaboration and unity. We believe this will help build trust and inform the public about the resources available. Secondly, we will foster a safe and supportive environment by emphasizing staff credentials and creating a narrative that portrays MHA as a nonjudgmental and welcoming space. We believe sharing testimonials and client success stories will reinforce this message.

To improve mental health awareness, we propose to dedicate a day of the week to helpful tips about mental health. We brainstormed the idea of the "Mindful Mondays" campaign. This weekly initiative will provide coping strategies, mental health tips, and motivational content on all of MHA's social media platforms. Sharing Quotes like "It's okay not to be okay" and engaging visuals will encourage positive mental health practices. Lastly, we plan to organize a community-focused awareness event, such as a public walk. This event will not only promote mental health but also showcase MHA's services through interactive booths and activities, offering a hands-on opportunity for community engagement.

By combining education, outreach, and interactive opportunities, our action plan aims to address the barrier identified in the survey and foster a positive connection between MHA and the Triad. This approach will help reduce stigma, increase awareness, and promote well-being among our target audience.

GOALS & OBJECTIVES: STRATEGIES FOR ACTION

1 INCREASE AWARENESS OF MHA AND ITS SERVICES

- Highlight programs such as the Destiny House and the Legal Support Program in marketing materials and outreach efforts.
- Use social media campaigns to share testimonials, success stories, and behind-the-scenes videos to illustrate the impact of MHA's work.
- Partner with local schools, colleges, and workplaces to host awareness events and presentations, particularly targeting adolescents and young adults.
- Develop a consistent visual identity and messaging around the theme "It's Okay Not to Be Okay" to normalize seeking mental health support.



2 BROADEN THE DEMOGRAPHICS REACHED BY MHA

- Target adolescents, college students, and adults aged 24–55 with messaging tailored to their mental health needs.
- Create gender-inclusive campaigns to normalize men seeking mental health support, using statistics and testimonials to highlight their struggles.
- Conduct outreach at community events to engage diverse cultural and socioeconomic groups.

3 ATTRACT NEW DONORS AND FUNDERS

- Host fundraising events that incorporate the theme "It's Okay Not to Be Okay," such as benefit dinners, community mental health fairs, or online crowdfunding campaigns.
- Engage corporate sponsors by emphasizing the importance of mental health in their workforce and offering co-branded partnerships to increase visibility for both parties.
- Establish a donor recognition program to publicly acknowledge supporters through newsletters, events, and social media shoutouts.

4 ESTABLISH A SOCIAL MEDIA PRESENCE

- Launch a weekly social media series such as "Mindful Mondays," offering actionable advice, such as stress management tips and coping strategies.
- Create engaging content, such as short-form videos or reels, highlighting community events, interviews with staff, and mental health awareness days.
- Leverage popular platforms like Instagram, Facebook, and TikTok to connect with younger audiences, using relatable hashtags and user-generated content campaigns (e.g., "Share Your Mental Health Story").
- Implement a storytelling approach, encouraging individuals to share their personal journeys with MHA and mental health to create a sense of connection.

KEY PUBLIC 1

COLLEGE STUDENTS

College students often experience academic pressure, social changes, and financial challenges, making them a target audience for mental health campaigns. Supporting and educating students during these times can not only create mental health awareness but also create a positive reputation for MHA among colleges in the Triad. Our team plans to campaign by using the message: “Your mental health matters and MHA is here to help you navigate college life.” (informative)

Our team plans to emphasize how MHA provides valuable resources to address common challenges such as stress and anxiety. These include counseling services, online resources like articles on the MHA website, and future interactive events. We plan to reach this audience through social media platforms such as Instagram, Facebook, and TikTok.

Additionally, our team believes partnering with colleges in the Triad area will help expand the MHA community. Collaborating with student organizations, college influencers, and faculty members can enhance MHA's presence both online and in person.

KEY PUBLIC 2

LOW-INCOME INDIVIDUALS

Individuals facing financial struggles often have limited access to mental health resources and may view these services as expensive or out of reach. Our team's campaign aims to address this key public with the message: "Your mental health matters, and MHA offers affordable support services to help you thrive". (persuasive message)

Our supporting message strategy will promote the payment options that are accessible at MHA. For example, outpatient services can be covered through Medicaid, private insurance, or fees based on a sliding scale. Additionally, MHA accommodates those without insurance or financial resources. Intake counselors at MHA will work closely with individuals to create a personalized plan.

Using empathetic language, our campaign will foster trust and reduce the stigma associated with mental health care. Our team wants to assure everyone that help is available regardless of income level.

Steps Toward A *Brighter Mind*

Event Overview:

A community-focused walk to raise awareness for mental health challenges, reduce stigma, and support the mission of the Mental Health Association of the Triad. The event includes a 2-mile scenic walk, interactive sponsor booths, and activities promoting mental wellness.

Event details:

Location: Country park, 3905 nathanael greene dr, greensboro, nc

SPONSOR ACKNOLEGMENT IDEAS:

1. feature sponsors' logos on all promotional materials (flyers, social media, and website).
2. shoutouts on social media platforms in event countdown posts.
3. include sponsors' logos on event banners and participant T-shirts.
4. designate a "Sponsor Zone" where sponsors can set up booths to engage attendees.
5. mention sponsors during opening and closing remarks.
6. send personalized thank-you notes with event photos.
7. highlight sponsors in a post-event wrap-up on social media and newsletters.

THEME IDEAS:

- Colors: Green and blue (symbolizing growth, renewal, and mental health).
- Slogan: "TOGETHER WE WALK, TOGETHER WE HEAL."

ENGAGEMENT STATIONS:

- Mindfulness Booth: Guided breathing exercises or short yoga sessions.
- Resource table: Local mental health organizations sharing information.

Steps Toward A *Brighter Mind*

MATERIALS NEEDED

- Shirt or wristbands for participants.
- Informational handouts on mental health resources.

EVENT SETUP:

- Tables and chairs for registration, sponsor booths, and hydration stations.
- Directional signs along the walking route.
- SOUND SYSTEM FOR ANNOUNCEMENTS AND ENTERTAINMENT.

DECORATIONS:

- Balloons and banners with the event theme colors (green and blue, symbolizing mental health awareness).

AWARNNESS WALK BUDGET CHART

\$200	VENUE: COUNTRY PARK PERMIT
\$400	HEALTHY SNACKS INCLUDING : PRETZELS, FRUIT, FRUIT STRIPS, ETC.
\$350	WATERS: HYDRATION IS KEY!
\$2,000	T-SHIRTS/ 200 SHIRTS AT \$10 EACH
\$1,000	SIGNS & BANNERS
\$1,000	COLLABORATION WITH LOCAL INFLUENCERS (STARTING OFF WITH 1)

WHERE CAN WE SHARE OUR MESSAGE....

TRIAD BEHAVIORAL HEALTH

Hosting events like the Triad Mental Health Summit, this organization gathers mental and behavioral health professionals to share ideas and innovations. Mr. Foushee could participate as a speaker or panelist to discuss mental health services and advocacy.

TRIAD HEALTH CENTER

Triad Health Center: They offer speaking opportunities for groups and organizations interested in mental health topics. Mr. Foushee could collaborate with them to provide educational sessions or workshops.

Mr. Foushee would speak about mental health in the triad and how it can affect everyone, not just a specific group of people. Furthermore, he will go into detail about MHA and the amazing services it offers.

What's New?



1. Awareness Walk for Mental Health: May 21, 2024, at Country Park.
2. Community Talks: Bringing mental health conversations to schools, businesses, and faith communities.
3. Support Resources: Access to mental health toolkits and services on our website.

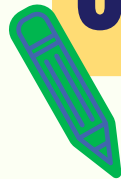
Mission



Mental Health Associates of the Triad is committed to the promotion of good mental health through quality service provision, advocacy for issues affecting the mentally ill, and outreach to the community.



Contact



Us

Breaking the Silence: Mental Health Awareness Starts Here!

<https://mha-triad.org/>

[\(336-883-7480\)](tel:3368837480)

[\(social media handle\)](#)

Healing Together



“IT’S OKAY NOT TO BE OKAY”



GOOGLE ADS (SEARCH AND DISPLAY)



1

SEARCH ADS:

KEYWORDS: MENTAL HEALTH SUPPORT GREENSBORO, FREE COUNSELING SERVICES, MENTAL HEALTH RESOURCES NC.

2

DISPLAY ADS:

BANNERS ON WEBSITES RELATED TO WELLNESS, HEALTHCARE, AND COMMUNITY EVENTS. INCLUDE THE CAMPAIGN SLOGAN AND DIRECT USERS TO THE WEBSITE. BUDGET: \$300-\$1,000 DEPENDING ON REACH AND IMPRESSIONS.

SOCIAL MEDIA BREAKDOWN

"IT'S OKAY NOT TO BE OKAY"

CAMPAIGN IDEA:

Increase awareness about mental health and reduce stigma in the community.
broaden MHAT into Greensboro, Winston-Salem, create a social media presence,
Drive engagement with The Mental Health Association of the Triad's resources and services.

CONTENT TYPE:

Graphics: Inspirational quotes, event flyers, mindful Mondays
Videos: Testimonials, walk previews.
Interactive Posts: Polls, Q&A, countdowns.

PLATFORMS & FOCUS:

Facebook: Event promotion and community engagement.
Instagram: Visual storytelling and interactive content.
LinkedIn: Professional networking and sponsor outreach.

WEEKLY CONTENT THEME:

Week 1: Campaign awareness (quotes, mission highlights).
Week 2: Walk promotion (event details, countdowns).
Week 3: Resources (infographics, local support links).
Week 4: Gratitude (sponsor shoutouts, post-event highlights).

ENGAGEMENT PLAN:

Respond to comments and messages within 24 hours.
Share user-generated content and tag sponsors.

HASHTAGS:

#ITSOKAYNOTTOBEOKAY | #MENTALHEALTHMATTERS | #AWARENESSWALK

VOICES OF HOPE: BREAKING THE STIGMA TOGETHER

Overview: An impactful event featuring a keynote speech by a special guest speaker and interactive activities focused on mental health education, empowerment, and community connection.

Event Objectives:

Raise awareness about mental health challenges and resources.
Provide actionable tools to improve mental wellness.
Inspire attendees with stories of resilience and hope.

1. Welcome & Opening Remarks (15 min)

- o A warm introduction by Mr.Foushee, sharing the Mental Health Association's mission and impact on the community.

2. Keynote Speech (30 min)

- o Special Guest Speaker: [Name], a renowned mental health advocate, delivers an inspiring talk on "It's Okay Not to Be Okay," sharing their personal journey and practical strategies for wellness.

3. Interactive Activity: Wall of Hope (20 min)

- o Attendees contribute messages of encouragement, affirmations, or their hopes for mental health awareness to a communal display, fostering connection and solidarity.

4. Closing Remarks (15 min)

- o Event wrap-up by a board member, highlighting key takeaways, thanking participants and sponsors, and encouraging continued community involvement in mental health initiatives.

Audience: Community members, sponsors, educators, and healthcare professionals.

Special guest speaker :

Ronnie Beale - A passionate advocate for accessible mental health care and community action.

EVENT DETAILS:

DATE: [MAY 21, 2024]

TIME: [9AM-3PM]

LOCATION: [VIRTUAL OR IN PERSON]

EVALUATION

When discussing the impact we hope to help MHA make on the community, evaluating success involves a holistic approach that measures impact across multiple dimensions. By focusing on specific objectives, analyzing key metrics, and using appropriate tools, we can assess the organization's effectiveness in driving real change in the community.

What Should Be Measured?

Success should be measured through a combination of engagement, awareness, financial stability, and direct impact on mental health outcomes. These include community participation, donor contributions, social media performance, and the overall reduction of stigma and barriers to mental health care within the target population.

Which Objectives/Tactics Are Most Important?

Community Events:

Objectives: Increase attendance, foster meaningful engagement, and provide valuable resources.

Tactics: Host workshops, support groups, and wellness fairs.

Donations and Fundraising:

Objectives: Grow a reliable base of recurring donors and secure consistent funding.

Tactics: Execute donor appreciation campaigns, transparent reporting on fund usage, and themed giving drives.

Social Media Engagement:

Objectives: Amplify awareness, drive traffic to resources, and normalize conversations about mental health.

Tactics: Regular posting, interactive campaigns, partnerships with influencers, and storytelling from the community.

Direct Community Impact:

Objectives: Reduce mental health stigma and increase access to care.

Tactics: Collaborate with local mental health providers, advocate for culturally competent care, and create educational initiatives.

EVALUATION

How Will We Measure Success?

Community Events:

Tools: Attendance tracking, post-event surveys, and qualitative feedback.

Metrics: Event participation rates, number of resource sign-ups, and attendee satisfaction scores.

Donations and Fundraising:

Tools: Financial tracking software and donor CRM systems.

Metrics: Total donations, growth in recurring donors, and donor retention rates.

Social Media Engagement:

Tools: Social media analytics platforms (e.g., Instagram Analytics, Story engagement).

Metrics: Follower growth, post reach, engagement rates (likes, shares, comments), and direct messages inquiring about help.

Direct Community Impact:

Tools: Collaboration with local mental health services for referral data and annual community surveys.

Metrics: Number of individuals accessing mental health resources, reduced stigma as indicated by survey responses, and testimonials from participants.

Comprehensive Approach

By combining these measures, we can paint a clear picture of the organization's impact. For instance, if social media campaigns show high engagement but event attendance lags, we can adjust tactics to bridge the gap between online interaction and in-person participation. If donations grow but community members still report unmet needs, this may signal the need for better allocation of resources.

Ultimately, success will not only be reflected in numbers but also in the stories of individuals who feel supported and empowered by MHA's work. By continually monitoring, adapting, and learning from our efforts, we can ensure the MHA's mission is fulfilled and its impact on the community remains profound and sustainable.

CONCLUSION

In conclusion, our PR campaign is strategically designed to address MHA's core challenges: increasing community engagement, raising awareness about mental health, and reducing stigma while building sustainable financial support. Through targeted tactics such as impactful community events, engaging social media campaigns, and consistent donor outreach, we directly address the opportunity to expand the organization's reach and influence.

By aligning every campaign objective with the organization's mission to provide accessible mental health resources and foster open conversations, we ensure that all efforts reflect its values of compassion, inclusivity, and empowerment. Our focus on culturally competent messaging and fostering authentic connections within the community ensures that the campaign resonates with the people the organization serves.

This campaign not only drives immediate results—such as increased attendance, higher social media engagement, and greater financial support—but also creates long-term benefits by building trust, reducing stigma, and encouraging individuals to seek help. The insights gained from measurable tools and feedback mechanisms allow for continuous improvement, ensuring that the MHA remains impactful and relevant.



“It’s Okay to not be Okay.”

PR
INNOVATION
TEAM

MEET OUR TEAM:



Kalen Vasher: Kalen is a senior Journalism & Mass communication student at North Carolina A&T State University. Originally from Dallas TX, He believes that Public Relations is a way for him to make a lasting impact in his community as well as foster new and innovative ways for organizations and businesses to impact the communities in which they serve.

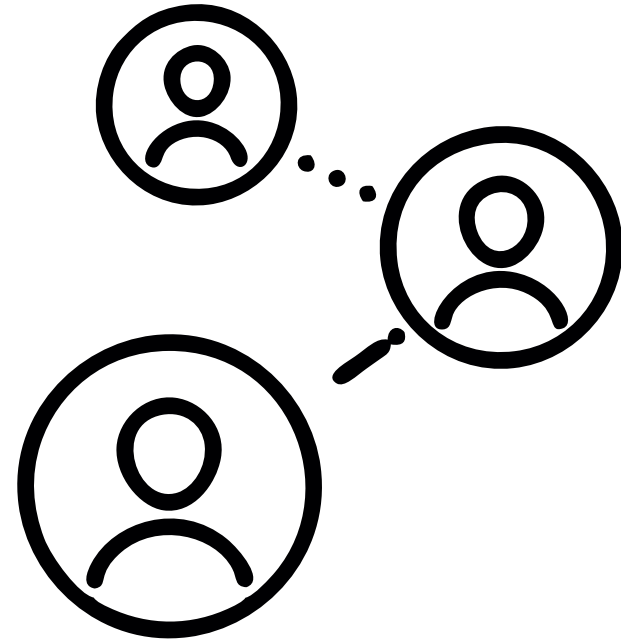
Jennifer Martinez: Jennifer is a senior at North Carolina A&T majoring in journalism and mass communication, with a concentration in public relations. She is originally from Burlington, North Carolina, and is passionate about storytelling and creating content for social media. She enjoys connecting with the community and creating innovative approaches to connect with them.



Sydney Tyler: Sydney is a Greensboro native, attending the North Carolina A&T State University while majoring in journalism and mass communication, with a concentration in public relations. She loves public relations because she feels that communication with the public is one of the most important parts of running a company or organization! She believes this is her passion and finds joy in being innovative and fun.

PR
INNOVATION
TEAM

CONNECT WITH US!



"FOLLOW US FOR UPDATES, RESOURCES, AND EVENTS!"



EMAIL: PRINNOVATION@GMAIL.COM



PHONE: 336-354-4596

LOCATED IN GREENSBORO, NC 27406

FIND US ON:



INSTAGRAM HANDLE: [@PR_INNOVATIONTEAM](https://www.instagram.com/pr_innovation_team)



LINKEDIN: [PR INNOVATION TEAM](https://www.linkedin.com/company/pr-innovation-team)



FACEBOOK [@PRINNOVATIONTEAM](https://www.facebook.com/prinnovationteam)



"REACH OUT—WE'RE HERE TO SUPPORT YOU." -PR INNOVATION TEAM

MATERIALS NEEDED FOR CAMPAIGN “IT’S OKAY NOT TO BE OKAY”

- Logo and campaign tagline design (“It’s Okay Not to Be Okay”).
- Custom graphics for social media, posters, and banners.
- Branded Giveaways:
- Pens, notebooks, or water bottles with the campaign logo.
- Informational Packets: Mental health FAQs and hotline numbers. Tips for self-care and seeking help.
- QR codes linking to mental health toolkits or videos.
- Posters with inspirational quotes and local support stats.
- Sign-up forms for volunteers and participants. Feedback forms to collect insights post-event.

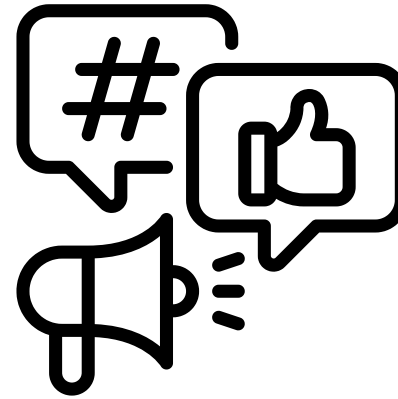
- Media Kits for Press and Sponsors:
- Press releases, fact sheets, and photos. Event highlights and sponsorship benefits.
- PA system for speeches and announcements.
- Laptops or tablets for digital registration.
- Analytics tools for tracking engagement.
- Name tags or badges.
- Matching T-shirts or lanyards for easy identification.
- Walkie-talkies or phone apps for communication.

Steps Toward A *Brighter Mind*

HEALING
TOGETHER



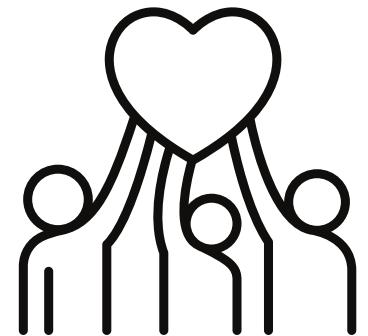
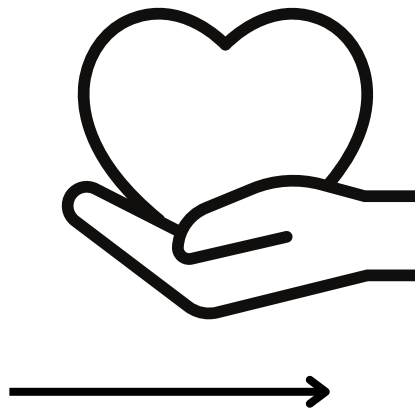
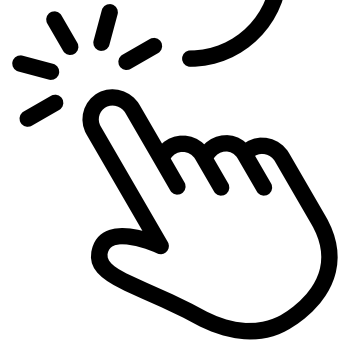
"EVERY STEP COUNTS: WALKING FOR AWARENESS, HOPE, AND HEALING."



MHAT STORY BOARD: "CAPTURING THE MOMENT"



DONATE



PR
INNOVATION
TEAM

***"REACH OUT—WE'RE HERE TO SUPPORT YOU."
-PR INNOVATION TEAM***