

## Help Us Widen Our Community Reach by Promoting the Mental Health Awareness Month and the Challenge

**Background:** CONNECT Summit County has firmly established Mental Health Awareness Month (in May) as a signature program. Events include educational speakers, panels, and discussions, and a Mental Health Awareness Challenge that inspires weekly actions to further your understanding of the importance of mental health and erasing stigma. The challenge asks participants to sign up for our newsletter to participate because having wide reach is crucial to our mission. Below are three ways you can help us promote this initiative:

### **Social Media Post**



Friends, Mental Health Awareness Month is coming up and I encourage you to participate in @CONNECTSummitCounty's "21 Day Mental Health Awareness Challenge." You'll receive a checklist with suggested activities – from events to attend, to podcast episodes to listen to! They're also giving away Skullcandy bluetooth earbuds to seven random winners that register to participate. Check it out! <https://mailchi.mp/connectsummitcounty/21-day-mental-health-awareness-challenge>  
#CONNECTSummitCounty #MentalHealthAwareness #EndStigma

### **Text 5 Friends**

Hello friend, how are you? I wanted to let you know about Mental Health Awareness Month coming up in May. Check out conversations happening in our community: <https://connectsummitcounty.org/may/>. I encourage you to join the challenge as well, it's such an important cause.

### **Email 10 Friends**

**Subject Line:** Join Me During Mental Health Awareness Month

**Email Template:**

Morning (Name of Friend, Colleague, or Business Partner),

I hope you are doing well and staying hopeful as we approach summer. I'm reaching out to let you know about Mental Health Awareness Month coming up in May. There are lots of incredible conversations happening in our community, and even a fun "Mental Health Awareness Challenge" happening.

I'd love for you to consider participating one way or another in this important cause to de-stigmatize mental health and expand access to resources. You can learn more about it all at <https://connectsummitcounty.org/may/> or register for the challenge [here](#).