

Children's Mental Health Matters! Campaign 2010

Let's make it official!

We invite your organization to join as a Campaign Partner to make this year's Children's Mental Health Matters! Campaign the most successful and wide-reaching yet. Only through a partnership with organizations like yours can the campaign reach a diverse audience of families, caregivers, educators, and providers through many different channels.

While each group has its own communication tools and target populations, we are asking partner organizations to commit to three tasks:

- Share the news of the Campaign with your population via email, press release, newsletter article, etc. (We will develop sample language to use if you choose.)
- Provide a prominent link to www.childrensmentalhealthmatters.org on your website from now through the month of May
- Distribute Campaign items and brochures at related conferences, fairs, offices, or wherever you distribute your materials

Some ideas for additional methods to reach Maryland families about the importance of children's mental health are below. Most of them are low-cost and easy ways to spread the Campaign message. Let us know what tasks your organization can do:

- Add our Campaign "Tagline" below your name to every email you send.
Suggested tagline:
*"May is Children's Mental Health Matters! Awareness month.
Visit the Campaign website at www.childrensmentalhealthmatters.org!"*
- Write a letter to the editor about the importance of children's mental health in your community.
- Hold an Open House during May to support the Campaign and notify local paper's activities section about it
- Encourage others about the Campaign email mailing list to get up-to-date Campaign info (Note: send your request to llasher@mdcoalition.org to add people to be on the Campaign mailing list)
- Become a fan of the Campaign's Facebook page. Invite your friends to become fans too!
- If your organization sends messages through Twitter, include a general message about the campaign website, or forward our daily tweet mental health tips the Campaign will distribute each day during the first week in May
- Order a CMHM banner to hang in your office, school, or building.
- Identify a local community event and staff a booth with Campaign materials
- Wear your Green Ribbon and Green Bracelet proudly, throughout the month of May
 - We applaud our 2009 Campaign partners Villa Maria for having all staff wear green bracelets the first week in May

- Partner with a local restaurant or other business to advertise Children’s Mental Health Awareness .
 - MD Coalition’s Midshore office worked with a local Pizza Hut and Denny’s for sponsorship that gave a percentage of proceeds from coupons to the campaign for a week
- Join or sponsor the CMHM Campaign group at NAMI Walk on May 1st.

Let us know if you have ideas to add to this list and we’ll share with the other partners. We encourage creativity and ingenuity!

The Campaign will provide for our partners:

- CMHM resource kits for outreach efforts
- Promotion of partner organization events on childrensmentalhealthmatters.org
- Prominent recognition of partners on website and at campaign events
- Representation in Campaign media activities

_____ Sign me up as a Children’s Mental Health Matters! Partner. I agree to participate in this effort to raise awareness of children’s mental health needs.

Name _____

Organization _____

Address _____

Email _____ Phone _____