



Club Planning Workbook

Setting Your Club Up For Success

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Introduction

Welcome to Bring Change to Mind!

At BC2M our mission is simple yet powerful:

Build empathy
in schools

Normalize
mental health
conversations

Help students
recognize when &
how to seek support

Improve the
well-being of
your peers

And the best part? These goals come to life through the work of BC2M clubs like yours. Every meeting, conversation, and activity you lead helps create real change in your school.

This workbook is your go-to resource to get your club up and running at the start of the school year! It outlines our BC2M Best Practices – a proven structure that helps clubs grow, connect, and lead meaningful impact throughout the year. We highly recommend engaging with this workbook at your first leadership meeting to help the team start strong.

Your Club Planning Workbook will:

- Break down our best practices step by step
- Help you plan your year with purpose
- Provide tools, tips and resources to bring your goals to life

Guidance is not limited to this workbook, your BC2M staff contact is here to support you every step of the way. Whether you're brainstorming events, building your leadership team, or navigating challenges, we've got your back. Reach out anytime!

Ready to get started?

Let's take a look at the foundation for a successful BC2M club: The BC2M Best Practices!

Overview of Best Practices

Over the last 10 years, we've identified six best practices that help BC2M clubs succeed. These best practices give your club structure, clarity, and momentum. Check them out below:

- 1 CLEAR VISION**
Set goals for what your club wants to achieve & why
- 2 YOUTH-LED**
Take the lead, share responsibility, & make decisions together
- 3 RECRUIT & INCLUDE**
Grow your club by actively inviting new members & creating a welcoming & inclusive space
- 4 MEET CONSISTENTLY**
Host weekly or biweekly meetings to stay connected & keep the momentum going
- 5 GROUND IN EDUCATION**
Build knowledge & engage in activities to support mental health conversations and actions
- 6 SCHOOL-WIDE IMPACT**
Plan at least 4 activations that engage your whole school to drive community-wide impact

The following pages break each best practice into simple steps with planning prompts, templates, and tools to help your club start strong. Working through this together at the start of the year will set the stage for a club that's inclusive, impactful, and built to last. Let's dive into the first one!



Clear Vision:

Set goals for what your club wants to achieve & why.

Setting a clear vision means figuring out what your club wants to do and why it matters. A strong club vision will help your club stay focused, make decisions, and keep your goals aligned. It will keep your club grounded and inspired to make an impact.

How to Create a Vision

Now it's time to work on creating your club's vision. With your full leadership group, discuss and reflect on your values, goals, and the impact you want to make with BC2M. Spend some time brainstorming and answering the following questions:

What motivated you all to become involved with BC2M?

What kind of impact do you hope your club will have on your peers this year?

What are your top 3 goals this year? (Examples: grow club membership, learn about a certain topic, partner with a sports team, increase awareness about crisis numbers, etc.). List out your 3 goals:

1. _____

2. _____

3. _____

Based on your reflections above, write a short purpose statement for your BC2M club this year:

Now that you have created a shared vision, the next step is making sure it's driven by you, the student leaders. Let's talk about what it means to be truly youth-led.

Youth-led:

Take the lead, share responsibility, & make decisions together.

A youth-led club is one where students make decisions together, share responsibility, and create space for everyone's voice to be heard. When young people lead the way, they have the ability to create a club that truly reflects their school community and its needs. Research shows that peer-led mental health messages are more relatable and trusted because students are more likely to listen, engage, and take action when the message comes from someone their own age.

How To Lead Together

Clarify leadership roles, set expectations, and create a system that encourages collaboration and shared responsibility.

What are each leader's roles & responsibilities? List them out.

What support can your advisor provide the leadership team?

How will you include club members in planning and decision making?

How often do leaders plan to meet to plan for meetings, activities, and delegate tasks?

Weekly ☐ Biweekly ☐ Monthly ☐ Other _____

Day/Time: _____ Location: _____

Additional Resources

[Club Leader Roles & Responsibilities](#)

[Club Leader Do's & Don'ts](#)

[Club Leader Only Sample Agenda](#)

With a strong vision and leadership structure in place, it's time to think about recruitment, so you can build your club and reach as many students as possible.

Recruit & Include:

Grow your club by actively inviting new members & creating a welcoming and inclusive space.

Recruiting new members is how your club grows and stays energized. It brings in fresh ideas, new perspectives, and more voices. But it's not just about getting people to show up—it's about making sure everyone feels safe, included, and like they belong. When people feel like they belong, they're more likely to show up, speak up, and stick around. The more students you bring in, the bigger your club's impact can be.

Some key ways to spread the word about your club are:

- Hosting a table at your club fair
- Hanging posters/flyers around the school
- Promoting the club on social media
- Using morning announcements
- Host your club's BC2M Launch Activation!

Create a Recruitment Plan

Now that you have some ideas for spreading the word, it's time to make a plan. Use the questions below to set clear goals and think about how you'll create a club that welcomes and includes everyone.

What are your recruitment goals for this year?

Are there specific groups or communities you hope to reach? How will you reach them?

How will you make your club an inclusive and welcoming space for all students?

Host Launch Activation

BC2M recommends that each club hosts our new Launch Activation as you kick off the school year. This event is designed to not only get the word out about BC2M but it will also give your peers important information about mental health resources. After reviewing the Launch Activation How-To, take a moment to think through these planning questions:

After reviewing the Launch Activation How-To, take a moment to chat about these planning questions:

When will you host Launch Activation? _____

Do you have a bulletin board available to your club? If not, who do you need to talk to about getting one?

What resources do you want to highlight? Think about both your school resources and regional/national resources!

Ready to plan out all the details? Click here to access our [Activation Planning Sheet](#) where your club will plan out the logistics—including who's doing what, what you'll need, how you'll promote the event, and how you'll reflect on its impact afterward.

Additional Resources

[Recruitment
Tips & Tricks](#)

[Club Fair Tips](#)

[Club Flyers](#)

[Retention
Tips & Tricks](#)

Now that your club is growing, keep the momentum going by meeting regularly and staying connected.



Meet Consistently: Host weekly or biweekly meetings to stay connected & keep the momentum going.

Club meetings are at the heart of the BC2M program and a time for the whole club to come together. Hosting regular meetings helps build trust, relationships and real impact. Even short check-ins help to maintain connection and direction!

Some meetings might focus on a mental health topic with a fun activity or presentation to spark conversation. Others can be all about planning your next school-wide event—brainstorming ideas, assigning roles, and building momentum together.

Prep for Your 1st Club Meeting

Your first club meeting is a big opportunity to set the tone for the rest of the school year and ensure your members you worked hard to recruit feel engaged. Use this [1st Meeting Template](#) to introduce your members to BC2M and ensure they're registered!

Plan For Future Meetings

Once your first meeting is set, let's think ahead! Use the questions below to map out your meeting schedule and brainstorm ways to keep things fun and meaningful!

How often will your full club meet?

Weekly ☐ Biweekly ☐ Monthly ☐ Other _____

Day/Time: _____ Location: _____

How will you communicate about or advertise your meetings to your members/the whole school?

How can we make meetings engaging and meaningful?

Additional Resources

[General Member Meeting Sample Agenda](#)

Now that you have your meeting logistics figured out, it's time to decide what activities and presentations you want to engage with during your meetings!



Ground in Education:

Build knowledge & engage in activities to support mental health conversations & actions.

Mental health education matters because it gives people the tools to understand themselves, support others, and talk openly about what they're going through. It's how we reduce stigma and create a club environment where everyone feels safe, seen, and supported. When your club stays grounded in reliable information, you're not just learning—you're leading meaningful conversations that can change the way your school thinks about mental health.

To build a shared foundation, we highly recommend that BC2M clubs start with the three presentations below. They'll help guide future discussions, decisions, and planning.

- **Defining Mental Health:** Learn the basics of mental health, how it differs from mental illness, and how physical, emotional, and social health are connected.
- **Stigma 101:** Understand what stigma is, how it affects mental health, and how to challenge harmful stereotypes.
- **Self-Care 101:** Discover what self-care really means, why it matters, and how to practice it daily.

Explore Topics Important to You

Use the questions below to explore what is most relevant and plan presentations and activities that will engage and empower your club.

What mental health topics do you feel are most relevant to your school community?

Beyond our 3 foundational presentations listed above, our portal contains dozens of additional presentation topics. [Take some time to explore this section of the portal](#) to see which additional presentation topics align with your community's interests. List your top 5 here:

BC2M recommends picking a club activity to do the meeting after completing a presentation to allow members to practice what they’ve learned and build critical skills. Take a look at the [club activity section of the portal](#) and identify 5 activities that align with your top presentations:

Note: Encourage open discussion among your members about the topics and resources you engage with.

**Additional
Resources**

[Event &
Activity Tracker](#)

[Club Portal Sections:
Activities & Events](#)

[Club Portal Sections:
Presentations](#)

Once you have determined what topics, activities and presentations your club will focus on, it’s time to think about how to expand your impact to the entire school community, not just within your club.



School-wide Impact:

Plan at least 4 activities that engage your whole school.

School-wide activations are large all school events designed to share BC2M's mission with a broader audience. These events help increase awareness and create a bigger impact across the school community. Engaging the whole school amplifies your club's reach and impact, creating a supportive environment where mental health conversations become normal. These activations aim to educate more people, reduce stigma, and build a stronger, more informed community.

BC2M's Favorite Topics:

BC2M recommends that your club focus your school-wide events on the following four key, research-backed topics. These areas help you design meaningful activities that resonate with your whole school:

RESOURCE IDENTIFICATION

Involves recognizing the different types of mental health supports available, such as professional services, school counselors, community programs, online tools, and self-help strategies. Spreading awareness about these resources empowers individuals to seek help, increases access and use, and strengthens support networks within the community.

SHARING YOUR MENTAL HEALTH STORY

Sharing personal stories about mental health challenges helps humanize these experiences and break down stigma. Whether you live with a mental health diagnosis or have simply faced difficult moments, there is power in vulnerability. When people share openly and honestly, it creates space for connection, understanding, and hope.

SELF-CARE

Self-care is about taking care of your mental, physical, and emotional well-being. It looks different for everyone and can evolve over time. Promoting self-care helps students build healthy, lasting habits that support overall wellness.

MENTAL HEALTH BASICS

Mental health includes our emotional, psychological, and social well-being—it affects how we think, feel, and act every day. Everyone has mental health, whether or not they have a mental illness. Raising awareness about mental health is essential for reducing stigma, helping people recognize when they need support, and building a more empathetic, informed, and supportive school community.





Activation Guide

Ready to lead something big?

This Activation Guide is your tool to create meaningful, school-wide change—while being part of a powerful movement happening in BC2M clubs across the country. Throughout the year, your club will lead **four major activations** that spark conversation, raise awareness, and bring your entire school community together. Whether it's your first time or you've done this before, these moments are your chance to make mental health visible, relatable, and impossible to ignore.

BC2M Launch

IMPACT FOCUS: Resource Identification

DATE: Kick things off with this activity whenever your club is ready to get started!

SNEAK PEEK:

Want to make a splash and get your BC2M club noticed this school year? Create a large, eye-catching bulletin board that introduces your club, shares mental health resources, and gets students excited to join! Use items from your club kit, get creative with art supplies, and work with your Club Advisor to find a central, high-traffic location. This display is a powerful way to spark interest, promote your mission, and build early momentum for a meaningful year ahead.

[See Full Instructions](#)

Connection Cafe - BC2M's 10 Year Anniversary!

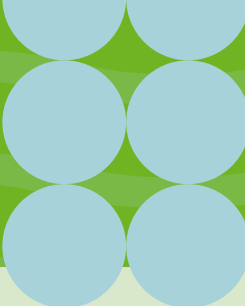
IMPACT FOCUS: Sharing Your Mental Health Story

DATE: October 10th, 2025

SNEAK PEEK:

Some of the best conversations happen in the comfort of a cafe, and now it's our turn to create a space where every conversation counts. For our 10-year anniversary of our High School Program, we're launching Conversation Cards to continue our mission to destigmatize mental health in a fun and interactive way. You'll be among the first to experience this new deck as you transform a space on campus into your own Connection Cafe. Here, participants can grab a card, find a cozy seat, meet a new friend, and foster connection through shared experiences. This activation aims to humanize mental health challenges and destigmatize vulnerability by creating a warm and welcoming

[See Full Instructions](#)



Self-Affirmation Bouquet Making

IMPACT FOCUS: Self-Care

DATE: February 11th, 2026

SNEAK PEEK:

Self-care is an essential component of mental health. It helps us manage stress, build emotional resilience, and reconnect with ourselves. This hands-on flower bouquet activity invites students to slow down, engage their senses, and reflect on what it means to care for their mental health. As students create something beautiful, they'll also be nurturing mindfulness, creativity, and connection with others. Consider partnering with a local floral shop to provide a variety of flowers and helpful arrangement tips!

[See Full Instructions](#)

Need a different activation idea to increase your impact? Check these out!

[Mindful Yoga](#) | [Take What You Need](#) | [Affirmation Mirror](#)



Light It Up

IMPACT FOCUS: Mental Health Basics

DATE: May 5th, 2026

SNEAK PEEK:

Let's shine a light on mental health awareness this May with our "Light It Up" event. Partner with your wellness counselors, administration, and/or ASB to host a powerful school-wide assembly. Through impactful stories, informative presentations, and interactive activities, you can educate and inspire your community. Most importantly, use cell phone flashlights to symbolize unity, showing peers that no one experiences mental health challenges alone. Witnessing a dark room filled with light will powerfully illustrate your school's collective support and understanding.

[See Full Instructions](#)

Need a different activation idea to increase your impact? Check these out!

[Mental Health Fair](#) | [Mental Health Trivia](#) | [PSA Campaign](#)



Need help planning these 4 activations?

Our [Activation Planning Sheet](#) will walk you through the planning process.

Resources

BC2M Essential Club Resources

[Club Portal](#)

[Annual Grant Request](#)

[BC2M Registration Form](#)

Additional BC2M Mental Health Resources

[Crisis Resources](#)

[Suicide Prevention
Resources](#)

[Grief & Loss
Resources](#)

[Talking to Family About
Mental Health](#)

[How to Approach a Mental
Health Conversation](#)

[Mental Health
Language Guide](#)

Crisis Resources

CRISIS TEXT LINE

A free, 24/7, confidential service where you can text a trained Crisis Counselor if you or someone you know needs support.

TEXT “BC2M” TO 741741

988 SUICIDE & CRISIS LIFELINE

The 988 Suicide & Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free 24/7, confidential emotional support to people in suicidal crisis or emotional distress.

CALL 988 OR 1-800-273-TALK (1-800-273-8255).

LOVE IS RESPECT

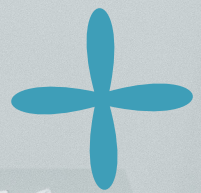
A project of the National Domestic Violence Hotline, love is respect offers 24/7 information, support, and advocacy to young people between the ages of 13 and 26 who have questions or concerns about their romantic relationships.

CALL 1-866.331.9474 | TEXT “LOVEIS” TO 22522

TREVOR PROJECT

Provides 24/7 crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender, and questioning youth.

CALL 1-866-488-7386 | TEXT “START” TO 678678





@bringchangetomind | @bc2mhighschool

Email us at highschool@bringchange2mind.org or contact your BC2M staff member with specific questions