

BC2M LAUNCH



ACTIVATION OVERVIEW

BC2M Launch is your club's first big activation of the school year - a kickoff to promote your club, recruit new members, and build momentum! How? By choosing one of the four options that best fits your school community.

WHAT KIND OF SCHOOL ARE YOU?

Is your school all about the party?

OPTION 1: DANCEATHON



Is your school cool and arty?

OPTION 2: MOVIE NIGHT



Is your school sporty and energetic?

OPTION 3: RIP OFF THE STIGMA



Is your school intellectual and ambitious?

OPTION 4: BULLETIN BOARD



OPTION 1: DANCEATHON



ACTIVATION OVERVIEW

Host an engaging Dance-a-Thon where students dance continuously to raise funds for Bring Change to Mind, or just open it up as a silent disco for anyone to join in. You are not only participating in a fun-filled dance event, but you are also contributing directly to mental health awareness and support!

THE IMPACT

This is a great and easy way to get your larger community involved! You should get so much positive attention for your BC2M club - make sure you have a sign up list at the event so that students can join straight away. You could either run the event as a 'danceathon' where club members dance for as long as possible and ask community members to donate, or just have a silent disco for people to join in and enjoy the mental health benefits.

MATERIALS & INSTRUCTIONS

- **Event Space (talk with school administration to secure)**
- **Sound system and music playlists (prices vary)**
- **Snacks and Water (\$50-100)**
- **Promotional Flyers**
- **BC2M Venmo Account (if running as a danceathon)**



- Prepare a clear proposal outlining the purpose and benefits of the Dance-a-Thon event and schedule a meeting with your school administration to discuss your proposal.
- Discuss logistics including space requirements, event schedule, and funding proceeds.
- Create flyers and social media announcements to promote the Dance-a-Thon event!
- Create a playlist or use a playlist from Spotify, Apple Music, or YouTube.
- Set up a BC2M Venmo account where participants can easily donate the money to.
- Organize a committee of BC2M members to set up the event and check-in participants.
- Collect donations, thank participants, and evaluate event success!
- Proceeds can be donated through the BC2M website.

*Reminder that all proceeds must go back to Bring Change to Mind or your BC2M club.

Or check out the next page for instructions on running a Silent Disco!



bring change to mind
middle school

Silent Disco

The Why?

A creative and fun way to help manage social anxiety and build community - people with social anxiety experience an overwhelming fear of being judged, rejected, or negatively viewed within a social environment. Because silent disco is not a traditional party environment, it provides a comfortable alternative for some people who experience this condition.

Music as Therapy: Positive benefits for conditions such as: autism, Alzheimer's, anxiety, emotional processing, and cognitive functioning.

Inclusivity: Provides volume control for those who otherwise could not attend a traditional dance venue due to sound sensitivities

How

- Rent your headphones (we use this company), then connect three devices with fun playlists running
- Grab a friend, dance and let loose!

OPTION 2: MOVIE NIGHT



ACTIVATION OVERVIEW

Hosting a Mental Health movie night invites your school community to gather for an evening (or during the school day e.g. at lunch recess!). You could use this as an opportunity to watch a film that relates to important aspects of mental well-being. This event aims to promote understanding, empathy, and open dialogue surrounding mental health issues. Think carefully about the movie you choose. You may wish to combine the screening with a poster campaign that highlights the aspects of mental wellness that the film brings up for people, and to signpost them to your BC2M club.

MATERIALS & INSTRUCTIONS

- **Movie (\$10-15 to rent or free)**
- **Refreshments and popcorn (\$20-40 depending on attendance)**
- Find a place on campus that you can screen a movie that relates to a topic surrounding mental health.
- Choose a movie - Inside Out or Inside Out 2 are great starting points but have a brainstorm with your club members to think outside the box.
- Provide snacks and refreshments for the event.
- Potentially have a discussion after the movie to talk about the things you saw and heard and how it made you feel.



OPTION 3: RIP OFF THE STIGMA



ACTIVATION OVERVIEW

Rip Off the Stigma is an athletic activity designed to encourage students to rip the mental health stigma off of others. This event allows students to get active and raise mental health awareness. Don't forget to have posters and a sign up sheet at the event for people to join the BC2M club!

MATERIALS & INSTRUCTIONS

- **Flag football or capture the flag belts**
- **Roll of duct tape (\$5 or free if you can use school materials)**
- **Sharpies (\$5 or free if you can use school materials)**
- **Outdoor area or field**

You should talk to Physical Education or Gym Teachers to acquire these items. If you don't have flag football or capture the flag belts, you can easily make them with duct-tape!

- Have students brainstorm stigmas or negative words or phrases relating to mental health, possibly writing them down for reference. Keep the discussion respectful and always be mindful of how your words can affect others!
- Next, have each student choose a single word from this list. Pass around the roll of DuctTape and Sharpie and ask each student to rip off a piece of Duct-Tape and write the word they have chosen on their piece of Duct-Tape. Have each student grab a belt and put their Duct-Tape on the belts.
- Lastly, organize the group of students and have them run around trying to pull the stigma belts off each other until there is one person left standing who is declared the winner and is possibly given a prize!



OPTION 4: BULLETIN BOARD



ACTIVATION OVERVIEW

BC2M Launch is your club's first big activation of the school year - a kickoff to promoting your club, recruiting new members, and building momentum! How? By creating a colorful bulletin board on campus with the hopes of:

- Setting the tone: Let your peers know who you are and what you stand for
- Promote mental wellness: Support a school culture that values self-care and mental health
- Build connections: Create a safe, inclusive space from day one

No bulletin board? No problem! Any visual representation like a poster, flyer, or digital newsletter makes the same impact!

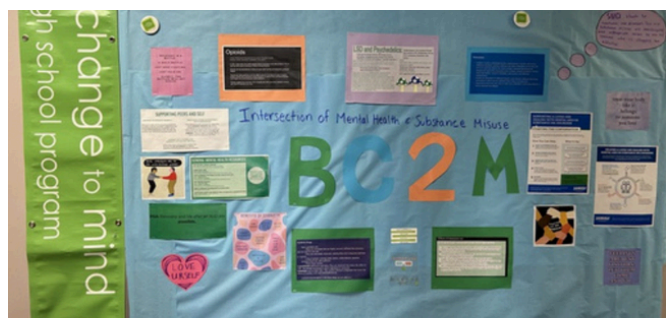
THE IMPACT

BC2M Launch is a great opportunity to position your club as a trusted mental health resource on campus while also highlighting the other supports available to students. By raising awareness of these resources, your club helps normalize seeking help, encourages open and honest conversations about mental health, and contributes to creating a safer, more supportive school community.

MATERIALS & BUDGET

Use your Grant Funding to purchase items needed!

- Bulletin Board (school hallways)
- Poster Paper (\$10 or free if you can use school materials)
- Markers or Pens (\$10 or free if you can use school materials)
- Tape or Push Pins (\$5 or free if you can use school materials)
- Scissors (\$5 or free if you can use school materials)
- BC2M Branding (see Club Kit for materials)



STEPS TO ACTIVATE BULLETIN BOARD

STEP 1: PREPARE FOR LAUNCH

- Chat with Administration to determine an appropriate place on campus to hold your bulletin board.
 - Central location on campus is ideal.
 - Remember, you want to keep this up year-round as a recruitment tool!
- Plan with your leaders and assign roles.
- Gather all materials needed.

STEP 2: BUILD THE BOARD

Find time to bring your bulletin board to life during lunch or after school. Not sure what to put? Here are some suggestions:

- Use the BC2M logo, colors (green!), banner, and flyers!
- Add Mental Health Resources:
 - Coping Strategies
 - General Crisis Resources
 - Additional school wellness resources.
- Add your meeting days, times, & location.
- Introduce your Club Leaders and Advisor so they know who to contact.

STEP 3: SHARE PHOTOS!

We want the world to see our clubs in action! You will also get a chance to see the creative twist other BC2M clubs did for this activation. Follow these steps:

- Take a few photos of and with your bulletin board.
- Share your photo with your BC2M Staff Person or programs@bringchange2mind.org
- Your photos will be featured on socials! ➡

