

# BC2M LAUNCH



## 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 BC2M LAUNCH

## 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](mailto:programs@bringchange2mind.org)
- Your photos will be featured on socials! ➔

