



Where there's breath, there's hope.

Day of Hope Planning Notes

- To begin planning your event, ask yourself these questions:
 - What is the goal of the event?
 - What partners do you already have? Who else do you want to bring in?
 - What are your available resources?
- When creating the goal for your event, start with these questions:
 - Who is your target audience?
 - Is it the general community? Youth? Parents?
 - Is it a group of partners that you have engaged/want to engage?
 - Is it people who have a history with substance use disorder or mental illness?
 - What is your goal? Education? Reducing stigma? Fostering community? Connecting to resources? Try to focus on one or two, or you may end up spreading yourself too thin.
- How will you get people to attend?
 - Do you have a good base of people who come out to events? Are those the individuals you are trying to reach, or do you want a larger/different audience?
 - Are you able to do advertising? How can you get the word out?
 - Think about low cost options, including social media, community bulletin boards, listservs, community groups, community partners, newsletters, etc.
 - Write a press release and send to local media outlets.
 - Take your event to a place where people already are
 - Fairs, festivals, Farmers' Markets, treatment centers, churches, etc.

Day of Hope Event & Activity Ideas

- Have each person on your team fill out the "What Gives Me Hope" sign and post a photo, reel, etc. with the hashtag #breathishope on March 10th.
- Work as a team to compile inspirational messages and quotes surrounding hope and hand them out in the community. You can also post them the week leading up to Day of Hope with the hashtag #breathishope.
- Have a speaker share his or her story of hope surrounding recovery or mental health. Ask community members to bring their lunch, or find a sponsor to provide lunch.
- Have team members or individuals in your community send in quotes and pictures about what gives them hope. Use those responses to create a display and/or share them on social media with the hashtag #breathishope.
- Complete a community service project as a team in the week leading up to Day of Hope.
- Get a local official to do a Day of Hope proclamation.
- Recognize community partners doing important work in the fields of recovery/mental health.
- Community resource fair
- Community walk
- Deliver resource lists to local businesses and organizations
- Provide signs or flyers for local businesses to display
- Organize a lunch and learn surrounding recovery and/or mental health
- Create a paper chain to highlight collective impact ("linked together by hope")
- Create a community art project
- Work with local media to share stories of hope