



Organize Your Team

Planning a meaningful **Keep It in Mind** event starts with building a passionate, organized team. This event is intentionally flexible to reflect your school's unique needs and student voices.

Below is a suggested list of planning team members and their potential roles, tailored to both school-based and community involvement. Be sure to check out the *Tips for an Effective Planning Team* at the end to help your team run smoothly and collaboratively.

At School

Main Event Lead

- Serves as the main point of contact for all event components
- Coordinates communication between students, staff, and guest presenters
- Manages the overall event timeline
- Facilitates team meetings efficiently

School Counselor or Mental Health Staff

- Provide guidance on safe, age-appropriate messaging and activities
- Facilitate conversations around mental health stigma and coping skills
- Help select a theme or topic that resonates with students' current needs
- Explore potential, appropriate keynote speakers

Student Leaders (e.g., Student Council, Mental Health Club, or Random Act of Kindness Club)

- Brainstorm event ideas that are relevant and engaging for peers
- Create posters, social media posts, or videos to promote the event
- Help lead activities such as a mental health pledge, gratitude wall, or open mic

School Administrator or Principal

- Approve event logistics (space, schedule, outside speakers, etc.)
- Support schoolwide participation with positive role modeling and ensure staff awareness
- Offer a welcome message or closing remarks at the event to show involvement

District Office and/or HR Department

- Seek and provide funding for the event
- Highlight the event in newsletters or district-wide emails





- Help with set-up and tear-down of event activities, and document the day with photos or a recap

Health and/or Classroom Teachers

- Integrate mental health literacy and mindfulness discussions into class time
- Help supervise student-led portions of the event
- Encourage youth participation and help reinforce the event's messages

PTA/PTO or Family Representative

- Invite family involvement through donations, notes of encouragement, or a family-focused activity
- Create volunteer sign up for setup, cleanup, and/or hospitality support
- Amplify event messaging through community email lists or social channels

At Home or in the Community

Students and Families

- Share personal messages of hope or encouragement for display
- Attend events open to families (e.g., walks, assemblies, or evening discussions)
- Participate in take-home mental wellness activities

Mental Health Organizations or Speakers

- Offer presentations or Q&A sessions on mental health topics
- Provide brochures, hotline info, or care kits for students to take home
- Help guide sensitive conversations with cultural competence and clinical expertise

Local Nonprofits or Wellness Providers

- Lead student-friendly sessions like yoga, meditation, or journaling
- Sponsor t-shirts, bracelets, or snacks for awareness events
- Set up booths during wellness fairs or after-school events

Civic Leaders (Mayor, City Council, etc.)

- Proclaim the event day or week as a local mental health awareness effort
- Attend student-led events to show community solidarity
- Support funding or outreach efforts to grow the event in future years

Tips for Effective Team Planning

Before diving into event planning, keep the following team-building strategies in mind:





- **Establish a regular meeting time** that works for most participants. Consider using a scheduling tool like [When2Meet](#) to identify availability.
- **Send meeting announcements in advance**, using clear communication channels (email or personal phone calls often work best).
- **Set a clear agenda** and stick to it. Keep meetings brief, focused, and action-oriented.
- **Outline short-term and long-term planning goals** to guide your progress.
- **Develop a task list and timeline** to ensure accountability and prevent last-minute scrambles.
- **Build a diverse team** with a mix of skill sets, backgrounds, and community connections—this leads to more creative solutions and broader support.
- **Assign responsibilities clearly.** Make sure each team member knows what they're working on—and offer small, manageable tasks for those with limited availability.
- **Reinforce that every contribution matters.** No job is too small, and every effort is appreciated.
- **Wrap up each meeting with a quick task review** and confirm the date, time, and location of your next gathering.

