

## Step 3: Unite and have fun!



Here's how we can work together to share your story and support your campaign

### **The MHC blog**

We will post your story on the MHC blog and link to your campaign. Due to the number of stories and campaigns, we might combine stories that have a similar theme.

### **Email and personal letters to friends and family**

In the following pages, you will find templates and suggestions for messaging that you can edit and use in your outreach campaigns. Feel free to use them as a guide for all your messaging and outreach needs.

### **Flyers and printed materials**

Once you join the #Be1of110 movement, MHC will provide you with posters to promote your fundraising efforts as part of your welcome kit. If you're creating a campaign at your workplace or in your community, good old fashioned flyers can be a great way to spread the word! See below for branding guidelines.

### **Social media**

If you're hosting an event, social media is a great tool for spreading the word. Use these hash tags when sharing your story and fundraiser to promote the movement:

**#Be1of110**    **#WhatMovesYou**    **#Give110Percent**

**Don't forget to tag us!**



[www.facebook.com/mhconn](http://www.facebook.com/mhconn)



[@MentalHealthCT](https://twitter.com/MentalHealthCT)

Be sure to share your progress throughout your journey so MHC and others can support you! As you get closer to your goal, update your contacts to let them know how you are doing, what fundraisers you have planned, how successful they were, and the impact you are making in your community.