

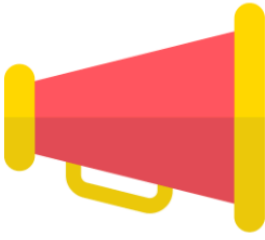


Erika's Lighthouse®

Empowerment Club

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Mobilize Your Erika's Lighthouse Empowerment Club
Start A Club Guidebook



RAISE AWARENESS

Recognize the signs of adolescent depression. It's only a problem if it's ignored.



BREAK STIGMA

Through campaigns, fundraisers and awareness initiatives, teens eliminate the shame and blame of depression, making it easier to get help.



SPREAD EMPATHY

No one should be outcast because of adolescent depression.

THANK YOU

Thank you for starting an official **Erika's Lighthouse** Empowerment Club. We are excited for the opportunity to help you shift your school culture to be more positive, inclusive, and empathic on issues surrounding mental health.



If you are here, we hope that you read part 1 of our Start A Club Guidebook Series - Starting a Club. This is part 2 – Mobilize Your Club, and it will help you understand how to ensure a successful kickoff event and stellar club activities.

This guidebook was developed to help students, teachers, counselors, social workers, and others take the next step toward a successful **Erika's Lighthouse** Empowerment Club.

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- Set Your Day, Time, and Location
- Recruit Club Members
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We saw a need for education on the topic of mental health and we thought that [promoting] a positive learning environment was necessary. One of the club leaders had heard of an awesome club from her brother who had a great experience being part of Erika's Lighthouse at another school. The club has grown to include many members, all of whom are very excited to help the cause. This is the first time Whitney Young has had a club like Erika's Lighthouse and we are excited to keep benefiting from the amazing message – we need to *Get Depression Out of the Dark*.

Chloe, Erika's Lighthouse Teen Club Student, Whitney Young High School

5 Host A Kickoff Meeting

Hosting your first Kickoff Meeting will be a fun way to get students and teachers excited about having an **Erika's Lighthouse** Empowerment Club! Throughout this process, do not forget to rely on any classmates or students who helped you get the club approved!

SET YOUR DAY, TIME & LOCATION

Before you start widely promoting your club, set a date and time for your Kickoff Meeting. Here is a brief checklist for you to follow:

- ✓ Review your school's club policy – do you have designated dates, times, and locations for clubs to meet?
- ✓ Pick a date and time when you won't be competing with other like-minded clubs, sports, classes, or activities
- ✓ Think about when/where future meetings may be, consistency will increase regular attendance
- ✓ Find a location that is easily accessible and has an appropriate amount of space
- ✓ Make sure your club advisor is available

RECRUIT CLUB MEMBERS

The first step to a successful Kickoff Meeting is to be sure interested students attend. Recruitment is an important aspect of your club's success and while you may have students join throughout the year, most will join at launch.

Here are some effective recruitment techniques:

- Ask students who signed the petition (if you had one)
- Hang posters around the school and/or post on social media, with your kickoff meeting date and time - take a look at the Virtual & Social Media Recruitment designs on the Erika's Lighthouse [Resource Portal](#), under Empowerment Clubs (Official and Affiliate)
- Add the Empowerment Club and Kickoff Meeting details to school announcements
- Host a table at a school activity/club fair
- Play the short Erika's Lighthouse Introduction video on TVs during lunch
- Host an easy mini-Awareness into Action Activity to boost interest: Check out our "Send Some Encourage-Mint" on the [Resource Portal](#)
- Ask teachers utilizing Erika's Lighthouse Classroom Programs to hand out flyers or talk about your club (the end of lesson 1 is a great place to promote the club)
- Write an article for your school newspaper about good mental health

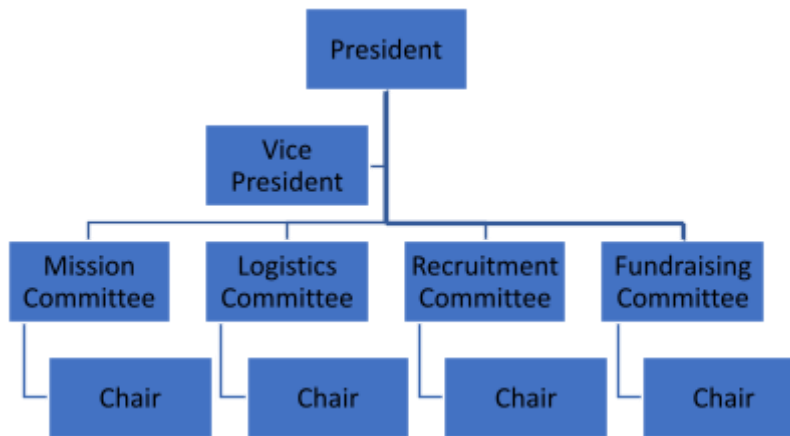
PLAN YOUR MEETING

Don't forget that your Kickoff Meeting should be fun AND informative. Here is a brief sample agenda with comments:

1. **Sign-in & Snacks** – Have a sign-in sheet so you can follow up with prospective club members via email. Also, think about grabbing a few treats and beverages for students. The school may have a budget or you can utilize your Erika's Lighthouse Empowerment Club reimbursement.
2. **Ice Breaker & Introductions** – Check out the Erika's Lighthouse Resource Portal for simple icebreaker ideas to engage prospective members.
3. **Mission Moment** – Your first meeting may be difficult to have a "mission moment", but you could provide a very brief review of statistics about teen mental health, share your story and passion for starting the club, or see if another student is willing to share theirs.
4. **Awareness into Action Activities** – Roll out your first Awareness into Action Activity. Keep it simple, but have roles for everyone to contribute. An easy one to consider is the "Sharpen Your Knowledge of Teen Depression".
5. **Identify Leadership & Committees** – *See next section.*
6. **Plan more Awareness into Action Activities** – With leadership and committees in place, work through who is responsible for each part of activity implementation and discuss the next steps. *See section 6. Clubs are expected to complete at least four activities per year.*
7. **Have all student club members register** – Bring a laptop or tablet to help Empowerment club members register for the resource portal.
8. **Adjourn**

IDENTIFY LEADERSHIP AND COMMITTEES

Erika's Lighthouse Empowerment Club leadership looks differently depending on each club's needs. Only you and your club will know what the best structure is, but to fully share the burden of responsibility the following template is our recommendation:



The **President** will oversee the coordination of all club meetings, activities and committees. This student will also be the main contact between Erika's Lighthouse staff, the school, and the club advisor.

The **Vice President** will work in close tandem with the President and act as an assistant. This person will likely take over the presidency, so should ideally be one or two grade levels below the President to ensure club consistency.

Committee Chairs are the leaders of each committee and coordinate club members and focus areas.

The **Mission Committee** keeps the club focused on its purpose: to promote good mental health through Depression Awareness Campaigns. They also oversee Mission portions of meetings and fundraising events.

The **Logistics Committee** ensures details are in place for the club's activities. Ensuring locations for meetings, space for campaigns, and the club has the necessary supplies.

The **Recruitment Committee** is responsible for recruiting new and active club members, campaign supporters and attendees at and for events. Their job is to keep the club in front of the school and community to boost membership.

The **Fundraising Committee** is responsible for ensuring the club has the necessary financial resources through grant requests and by promoting fundraising opportunities.

Other committees you may want to consider include: a **Social Media Committee** that manages Instagram or Changemaker Network Accounts and a **Communications Committee** that sends out information. As mentioned earlier, the exact structure of your club will depend on your club and its needs. These are some recommendations from us and a great starting point.

6 Plan Your Awareness into Action Activities

Awareness into Action Activities are the core of Erika's Lighthouse Empowerment Clubs' efforts to raise awareness of teen depression and promote good mental health. Getting started with your first Awareness into Action Activity is exciting – but setting a strong precedent and building your club members' confidence is also vital.



ROLE OF COMMITTEES

Awareness into Action Activities will be easier to implement if clubs are organized by committees with clear responsibilities. Below is an example of the role each committee plays in an Awareness into Action Activity. *Please know this structure is just a suggestion.*

Mission	Logistics	Recruitment	Fundraising
Identify and train club members on the activity	Ensure materials are prepared for distribution	Find volunteers to help implement the activity	Identify the necessary financial or in-kind resources for the activity

The President ensures all committees are communicating and organizing with one another.

IDENTIFY THE ACTIVITY (*Mission Committee & Club*)

When choosing an activity, it is best to use an activity from the Resource Portal to build confidence and ensure success. Starting with a simpler activity may also be advantageous. While it is ultimately up to your club, this guidebook will utilize the “Sharpen Your Knowledge about Depression” as an example.

When picking your activity, be sure to also think about what events are happening in your community. You may find a unique tie between your activity and an upcoming community or school event. For our example of “Sharpen Your Knowledge About Depression” you may time it around standardized tests where a sharp #2 pencil and a bookmark are important.

ALIGN YOUR COMMITTEES AND MEMBERS *(President & Vice President)*

Mission	Logistics	Recruitment	Fundraising
<ul style="list-style-type: none">- Train club members on how to successfully implement the activity- Ensure is implemented correctly	<ul style="list-style-type: none">- Purchase pencils & print/purchase bookmarks- Label bookmarks with your Teen Club Information- Tape pencils to bookmarks	<ul style="list-style-type: none">- Find volunteers to help implement the activity- Coordinate schedules to ensure volunteers are available	<ul style="list-style-type: none">- Secure donations or funding for pencils- Secure donations or funding to print bookmarks

The President works with committee chairs to ensure the project stays on schedule and budget. Be sure to let your school administrators know about the activity. Your club advisor may be able to assist you with this.

HOST A SUCCESSFUL ACTIVITY

If all of your club committees participated and completed their respective tasks, you should be set for an amazing Awareness into Action Activity. The day before your activity, be sure the club has the:

- Necessary materials (Fundraising, then Logistics Committee).
- Enough club member participation (Recruitment Committee).
- Club members have been trained (Mission Committee).
- Approval from your school and location where it will take place (President).

When everything is in place – you are ready and will have an amazing opportunity to promote good mental health in your school.

7 Set Yourself Up for Success

Ensuring continued success and high-quality programming is Erika's Lighthouse goal for every Empowerment Club around the country.

TIPS FOR SUCCESS

Here are a few tips for success for your Empowerment Club:

Communication

- Keep contact information for all members to contact them quickly.
- Find the best way for club communication - Consider a Google Drive or Microsoft OneDrive folder to share information.
- Keep a calendar for all meetings, activities, and other dates.

Meetings

- Meet at the same time every week, other week, or month to get members into a routine.
- Set an agenda for each meeting to keep people focused on your goals.
- Begin every meeting with an icebreaker and Mission Moment to engage members and keep them motivated.
- Coordinate meetings with Erika's Lighthouse trainings/webinars (or watch them together afterward).

General

- Hold a Club Review at the end of the year to evaluate your success and plan for next year.

USE YOUR ERIKA'S LIGHTHOUSE FUNDS

If your club is in need of additional support for activities, consider using your funds from Erika's Lighthouse.

- **Enhanced Erika's Lighthouse Empowerment Clubs** have access to up to \$1000 per school year to host Awareness into Action Activities, recruitments activities, and more! *Leading at least three Awareness into Action Activities and student club members watching the 3-part Mental Health Student Leadership Academy is required for all Erika's Lighthouse Sponsored Empowerment Clubs.*
- **Official Erika's Lighthouse Empowerment Clubs** have access to up to \$500 per school year to host Awareness into Action Activities, recruitment activities, and more! *Leading at least four Awareness into Action Activities and student club members watching the 3-part Mental Health Student Leadership Academy is required for all Erika's Lighthouse Official Empowerment Clubs.*



Funds to support in-school Awareness into Action Activities in **Enhanced** Empowerment Clubs and other club expenses:

- \$100 reimbursement per Awareness into Action Activity* (up \$1000/year)
- 5% of all gross funds raised from hosting a local fundraiser**

To use your grant:

1. **Enhanced** Clubs will receive a \$200 reimbursement per Activity they lead.
2. Purchase the necessary supplies and save the receipts.
3. Complete the Awareness into Action Activity Report online (found in the Resource Portal, under Empowerment Clubs) and upload any receipts to utilize your club grant funds.
4. Erika's Lighthouse will reimburse the expenses within one month.

*Sponsored Clubs receive a \$200 reimbursement after filling out the necessary information on the Report and indicating if the funds are being reimbursed for recruitment, meetings, activities, or more! (Reimbursements over \$200 must be preapproved - contact Derick at derick@erikaslighthouse.org)

Funds to support in-school Awareness into Action Activities in **Official** Empowerment Clubs and other club expenses:

- \$75 reimbursement per Awareness into Action Activity* (up \$500/year)
- 5% of all gross funds raised from hosting a local fundraiser**

To use your grant:

5. **Official** Clubs will receive a \$75 reimbursement per Activity they lead.
6. Purchase the necessary supplies and save the receipts.
7. Complete the Awareness into Action Activity Report online (found in the Resource Portal, under Empowerment Clubs) and upload any receipts to utilize your club grant funds.
8. Erika's Lighthouse will reimburse the expenses within one month.

*Official Clubs receive a \$75 reimbursement after filling out the necessary information on the Report and indicating if the funds are being reimbursed for recruitment, meetings, activities, or more! (Reimbursements over \$75 must be preapproved - contact Derick at derick@erikaslighthouse.org)

**Erika's Lighthouse Empowerment Clubs can also host an Erika's Lighthouse fundraising and community awareness event. These opportunities provide an exciting opportunity to gather your local community to raise awareness and funds for Erika's Lighthouse programs. If your club hosts a fundraiser, all funds raised will be used to support Erika's Lighthouse mission. Empowerment Clubs receive 5% of the total raised to support club activities. 5% of revenue may be used for direct event expenses.

TAKE THE EMPOWERMENT CLUB PRE-SURVEY AND POST-SURVEY

Take the [Empowerment Club Pre-Survey](#) at the beginning of the school year and the [Empowerment Club Post-Survey](#) at the end of the school year in order to collect valuable data about how your club is impacting mental health in the school. The data collected via these surveys will be able to be seen on the Data Center, and data collected over time can be used to track thoughts and attitudes with relation to mental health and help-seeking within the school.

LEARN FROM & COMMUNICATE WITH OTHERS

Erika's Lighthouse Empowerment Clubs provide opportunities for clubs to share their success. We will host webinars over the school year to allow clubs to share examples of successes and challenges. You could have the opportunity to share your club's success story!

Be sure to check out the Changemakers Network on the Resource Portal. Here you can post questions, comments, and suggestions and communicate with other Empowerment Clubs across the country.

If you need any assistance from Erika's Lighthouse, do not hesitate to reach out to Derick Elkin, Empowerment Club Coordinator, at derick@erikaslighthouse.org!