

**MORE  
GOOD  
DAYS**  
*together*



## 7 Ways Your Brand Can Support Mental Health

# 1 INVEST IN MHA PROGRAMS

- **Expand Access to free mental health screenings.** Help 6.5 million people a year better understand their mental health and take steps toward improving their well-being.
- **Empower young leaders.** Equip young people to lead, advocate, and shape the future of mental health
- **Strengthen Community-Based Solutions.** Working with MHA 130 affiliates, support mental health projects where your employees live and work throughout the country.
- **Advance Data to Drive Impact.** Back the largest real-time mental health data set in the country, helping turn lived experiences into smarter policy, stronger advocacy, and lasting impact.

**Help others have  
*more good days,  
together.***

By partnering with Mental Health America, your brand can be a catalyst to help ensure that mental health services are accessible to everyone, everywhere, when they need it most.

Amplify your support for mental health by sharing your commitment with:

» **9M**  
website visitors

» **1.2M**  
social followers

» **135K**  
email subscribers



# 2

## SPONSOR

- Reach thousands of providers, policymakers, and advocates by **sponsoring the Mental Health America Conference**. With over 50 interactive workshops, exhibit space, and networking events, build brand awareness and advance mental health education.



- **National Education Campaigns & Live Learning Events.** Founded by MHA in 1949, Mental Health Month is the cornerstone of mental health awareness in the U.S offering a highly visible platform to demonstrate your commitment and help drive more good days. Beyond May, MHA powers year-round national campaigns that reach more than 3 million people annually through trusted resources, tools, and live learning experiences.

- **Sponsor a day** of mental health screenings. MHA conducts 18,000 free, clinically-validated mental health screenings daily.

Pick a day to sponsor and we will recognize your commitment across social media platforms and email.

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| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

# 3

## HOLD AN EVENT

- **Hold a fundraising event**, like a walk, tournament, or reception. We work with corporations, athletic teams, school groups, and Greek organizations throughout the year on events that benefit MHA.



**Interested in other events?**  
Ask about sponsoring our Mental Health Month Wellness Summit

# 4

## AMPLIFY YOUR COMMITMENT

- Join forces with us to **showcase your commitment to mental health on social media.** Together we can design content tailored to your brand and share it through our digital marketing tools, including our 1 million social media followers and advocates.



**L.L.Bean**



★ **sexyhair.**

## DESIGN A CAMPAIGN

- Showcase your support in a **product or retail campaign.** Together, we can design the right message and actions. In the past, MHA has worked with brands like Goodr, L.L. Bean, Hot Topic, and many more companies to promote mental well-being through products.
- **Turn a product green**, the color of mental health awareness. Pacific Shaving Company donates 10% of proceeds from their green shaving cream to MHA.
- **Do a proceed campaign** and donate a portion of your proceeds to MHA. For example, Pura Vida donates 5% from select bracelets.
- **Do a roundup campaign** asking your customers to round up the cost of their purchase and donate the difference to mental health.



# 6

## FOCUS ON THE WORKPLACE

- **Hold a workplace mental health workshop.** Our experts work with over 250 employers to create mentally healthy work environments. Book a member of our staff to lead a session on best practices and employee well-being.
- **Sponsor a webinar.** Our workplace webinars feature thought leaders and top employers in the workplace. Co-host one of these webinars on a topic of your choice and promote your brand during the event.
- **Apply for the Bell Seal for Workplace Mental Health.** The Bell Seal is our national program that recognizes employers committed to creating mentally healthy workplaces. Evaluate your workplace well-being policies and improve the employee experience by applying.



# 7

## DONATE

- **Help us fundraise** by making MHA one of your corporate matching organizations. Your employees can double their impact by donating to advance mental health.
- **Make a donation** to MHA in honor of your commitment to mental health. We can recognize your donation on social media, or for very large donations in a press release.



# MORE GOOD DAYS

*together*



**Make today a good one and reach  
out to explore your partnership**

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