

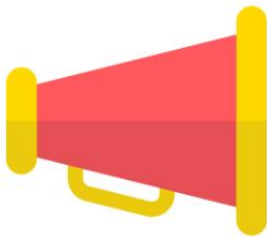


Erika's Lighthouse[®]

Teen Empowerment Club

2

Mobilize Your 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 **Erika's Lighthouse** Teen 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. 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 to take the next step towards a successful **Erika's Lighthouse** Teen Empowerment Club in their school.

5 Host A Kickoff Meeting

- Set Your Day, Time and Location
- Recruit Club Members
- Plan Your Meeting
- Identify Leadership & Committees
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6 Plan Your Awareness into Action Activity

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- Use Your Erika's Lighthouse Grant
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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** Teen Empowerment Club! Throughout this process, do not forget to rely on any classmates or students that 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 where 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 school 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 that signed the petition (if you had one)
- Hang posters around the school with your kickoff meeting date and time
- Add the Teen Empowerment Club and Kickoff Meeting details to school announcements and social media
- Host a table at a school activity/club fair
- Play the short Erika's Lighthouse Introduction video on TVs during lunch:
https://www.youtube.com/watch?time_continue=3&v=gge7sfj8IJ4
- Host an easy mini-Awareness into Action Activity to boost interest: Check out our "Send Some Encourage-Mint" on the Erika's Lighthouse [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

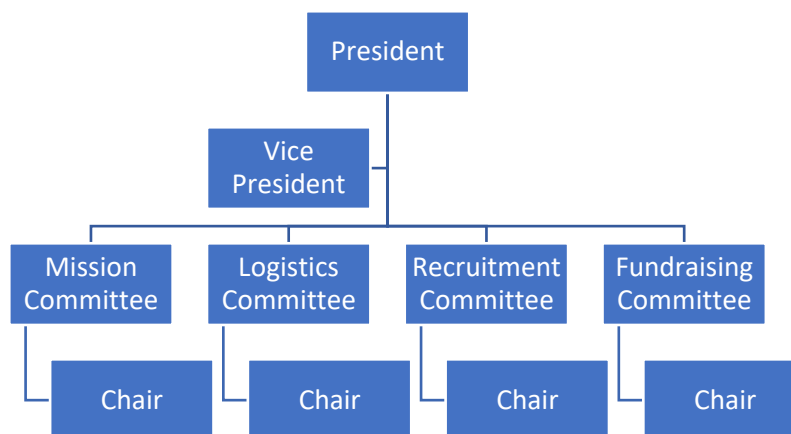
PLAN YOUR MEETING

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 Teen Club Grant.
2. **Ice Breaker & Introductions** – Check out the Erika’s Lighthouse Resource Portal for simple ice breaker 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 next steps. See section 6.
7. **Register on the Teen Empowerment Club Management Center** – Bring a laptop or tablet to help your club members register. Every sponsor and club member that registers on the [Teen Management Center](#) will receive an Erika’s Lighthouse t-shirt. See below.
8. **Adjourn**

IDENTIFY LEADERSHIP AND COMMITTEES

Erika’s Lighthouse Teen Empowerment Clubs 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 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 necessary financial resources through grant requests and by promoting fundraising opportunities.

REGISTER YOUR CLUB ON THE TEEN EMPOWERMENT CLUB MANAGEMENT CENTER

Be sure to have the club sponsor(s) and all club members register on the [Teen Empowerment Club Management Center](#). The Club Management Center can be a helpful and easy information hub for clubs. Every sponsor and club member that registers on the Club Management Center will receive an Erika's Lighthouse t-shirt. Additional shirts can be purchased. It is recommended that the club sponsor(s) and students register prior to the Kickoff meeting; however, if that is not possible, bringing a laptop or tablet to help club members register is also recommended.

Once a club is registered on the Teen Empowerment Club Management Center, the club sponsor as well as club President can communicate with club members through the site about upcoming meetings, events, and general information. The school club page can be personalized with the school logo and information can be shared with other clubs about activities, campaigns and original ideas. Club members also have personal Teen Empowerment Club pages where they can add information about what empowers them to be a member of the club.

6 Plan Your Awareness into Action Activities

Awareness into Action Activities are the core of Erika's Lighthouse Teen 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 for an Awareness into Action Activity. *Please know this structure is just a suggestion.*



Mission	Logistics	Recruitment	Fundraising
<ul style="list-style-type: none"> • Identify and train club members on the activity 	<ul style="list-style-type: none"> • Ensure materials are prepared for distribution 	<ul style="list-style-type: none"> • Find volunteers to help implement the activity 	<ul style="list-style-type: none"> • 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 existing 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 sponsor/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 Teen Empowerment Club around the country.

TIPS FOR SUCCESS

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

Communication

- Be sure to have all club members register on the Teen Club Management Center.
- Keep contact information for all members to contact them quickly.
- Utilize the Teen Club Management Center to send emails and post news to your members.
- Keep a calendar for all meetings, activities and other dates.
- Consider a Google Drive or Microsoft OneDrive folder to share information.

Meetings

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

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 GRANT

If your club is in need of additional support for activities, consider using your \$250/year grant from Erika's Lighthouse. All Erika's Lighthouse clubs have access to up to \$250 per school year to host Awareness into Action Activities.



To use your grant:

1. Reach out to Ilana Sherman at ilana@erikaslighthouse.org for pre-approval. You will need to include:
 - a. Purpose for grant
 - b. How much you expect to spend
2. After approval, purchase the necessary supplies and save the receipts.
3. Complete the Teen Club Reimbursement Form online (found in the Resource Portal) and upload any receipts to utilize your club grant funds.
4. Erika's Lighthouse will reimburse the expenses within one month.

Erika's Lighthouse Teen 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, you get to keep 5% of all funds raised to be used locally in your school.

LEARN FROM OTHERS

Erika's Lighthouse Teen Empowerment Clubs provide opportunities for clubs to share their success. We will host 4 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!

If you need any assistance from Erika's Lighthouse, do not hesitate to reach out to Ilana Sherman, Director of Education, at ilana@erikaslighthouse.org!