

# Community Partner Toolkit

## Toolkit overview

**Communities are stronger when we lift each other up.** This toolkit gives you ready-to-use materials about the NAMI Chicago Helpline that you can share online, in print, or at community events. Materials are provided in both English and Spanish.

By helping spread the word, you make it easier for people to find mental health support when they need it. It's a simple action that can make a meaningful difference in the well-being of residents across Chicago and Suburban Cook County.

## What's in this toolkit?

Material	Instructions for Use
<b>Social Media</b>	<p>On social media, there are often two ways to share content – in stories or in the main feed.</p> <p><b>Sharing in Stories:</b> Good for when content is timely, casual, or high frequency. They disappear after a short period of time and therefore are ideal for making information visible without overwhelming your main feed. These are formatted vertically.</p> <p><b>Sharing in Your Feed:</b> Good for when you want content to be lasting, discoverable, and easy to find later. This is best for important announcements, evergreen content, and posts that benefit from user engagement. The format for these is square.</p> <p><b>Post Copy:</b> Below is some suggested post copy that can be included with any of the social shareables. You can use it as is or modify it to fit your specific needs. Either way, don't forget to include a link to <a href="https://namichicago.org/helpline">namichicago.org/helpline</a>.</p> <p><b>English</b>  <i>You don't have to navigate your mental health alone. The NAMI Chicago Helpline is here for you and our Chicago and Suburban Cook County community. Let us help you make a plan or connect you to local support.</i></p> <p>Call or text "Helpline" to 833-626-4244 or chat online at <a href="https://namichicago.org/helpline">namichicago.org/helpline</a>.</p> <p><b>Spanish</b>  <i>No tienes que navegar tu salud mental a solas. La Línea de Ayuda de NAMI Chicago está aquí para apoyarte a ti y a la comunidad de Chicago y del condado de Suburban Cook. Pueden ayudarte a crear un plan de acción y conectarte con recursos de salud mental.</i></p> <p>Llama o envía un mensaje de texto con la palabra "Helpline" al 833-626-4244, o chatea con ellos en <a href="https://namichicago.org/helpline">namichicago.org/helpline</a>.</p>

<b>Videos</b>	We have 7 videos available for you to download and use, following the same guidelines above about when to share them as stories (vertical) vs. in the main feed (horizontal). <a href="#">View video repository</a>
<b>Printed Materials</b> <ul style="list-style-type: none"> <li>• Helpline Card</li> <li>• One Pager</li> <li>• Postcard</li> <li>• Posters</li> </ul>	<p>If printing on your own, use the version labeled with “(self print)” and select the “scale to fit” option in print settings.</p> <p>If sending to a printer, use the version labeled with “(print shop)” which includes crop and bleed marks. You will also need to include the following information:</p> <p><b>Helpline Card</b></p> <ul style="list-style-type: none"> <li>- Paper type: We recommend 100 lb text for paper; gloss</li> <li>- Two-sided</li> <li>- Size: 2” x 3.5”</li> </ul> <p><b>One Pager</b></p> <ul style="list-style-type: none"> <li>- Paper type: We recommend 100 lb text for an economy option or 60 lb cover for a premium option; gloss</li> <li>- Two-sided (English on one side and Spanish on the other)</li> <li>- Size: 8.5” x 11”</li> </ul> <p><b>Postcards</b></p> <ul style="list-style-type: none"> <li>- Paper type: We recommend 100 lb cover for paper; gloss</li> <li>- Two-sided</li> <li>- Size: 6” x 4”</li> </ul> <p><b>Posters</b></p> <ul style="list-style-type: none"> <li>- Paper type: We recommend 100 lb text for paper; gloss</li> <li>- One-sided</li> <li>- Size: Either 11” x 17” or 24” x 36”</li> </ul>

## Have questions or want to connect?

If you have questions about this toolkit or want to explore partner opportunities, please contact us.

**Office:** 312.477.3593

**Email:** [info@namichicago.org](mailto:info@namichicago.org)