



MAD HATTERS TEA PARTY EVENT MANUAL

Purpose:

There are two purposes to this event.

1. To raise awareness for, and start a conversation around Mental Health and wellbeing, including decreasing stigma and discrimination and increasing engagement in our community.
2. To raise funds for the projects we currently do at Changing Minds, including Rākau Roroa, Breathing Space, The Happiness Experiment, the Atawhai Festival and other community-based health promotion events through October; mental Health Awareness Month.

Message:

We all wear many different hats in our lives, from parent, sibling or colleague, to learner, teacher, worker or friend. On top of this we have to juggle the stressors and responsibilities of living in a high pressure, fast paced world that's expensive to both our time and energy. Sometimes wearing so many hats can become a little overwhelming and make us feel like we are going mad. At Changing Minds we think its "mad" that there are people working full time with not enough money to put food on the table, or that we spend more time commuting to the office than we do with our families.

The point is, it's not *people* that are mad, but our circumstances.

We want to take the time to celebrate just how many hats we wear and how great a job we do by wearing so many of them at once. Join us to break

down some myths around mental health by talking about wellbeing, and finding out just how similar we all are.

Expected outcomes:

By partnering with our Tall Trees our reach will be a lot wider. We expect to get at least eight other Mad Hatters Tea Party's happening around NZ bringing more awareness and funds to further our work towards better wellbeing for all Kiwi's.

We expect there to be a social media buzz around the project with the hashtag and photos posted to social media including Twitter, Instagram and Facebook. We will support and moderate conversations with our hash tag to increase awareness of the work Changing Minds do, and about wellbeing generally, in particular, engaging with organisations that get involved to find out why mental health is important to them, and how we can support them.

Registration:

To host your own Mad Hatters Tea party simply follow the instructions below:

1. Go to everydayhero.com put this address in your URL:
<https://give.everydayhero.com/nz/mad-hatters-tea-party>
2. Register your individual supporter page choosing Changing Minds as your charity.
3. Search for Mad Hatters Tea Party and ask to join as a team member
4. Share the URL (link to the page) on your Facebook Page and any groups you are in on Facebook.
5. Start planning the party using Facebook events

If you are having trouble setting up an event on Facebook, please let Changing Minds know and we will help you.

Let us know when you are setting up the event and we will send you a digital poster to be put up around the work place/ community which promotes the event and the hashtag for attendees to take photos and share them leading up to, and throughout the event.

Social Media:

Changing Minds will resource the upkeep of engagement on all of our social media platforms (Instagram, Facebook, Twitter, LinkedIn and YouTube) for this event. All platforms can use the hashtags #ChangingHats2018 #ChangingMinds #MHAM (to be discussed, ideas welcome)

- **Twitter:** Short snippets of updates on how much has been raised so far, updates on news and events throughout MHAW/month, photographs
- **Facebook:** larger campaigns based on images with stories and more copy to give a bigger understanding of our messages, connect with other companies on FB, link in with their events and start conversations about issues in the community. Some boosted posts.
- **Instagram:** largely an image-based platform to run photo comps and bring the event to one place with the hashtag #ChangingHats2018

Hosting Responsibilities:

When hosting an event around mental health and mental wellbeing, we always run the risk of opening ourselves up to people being in a vulnerable space. To ensure that each event is safe and non-discriminatory we will provide guidelines for hosting for each host who has not completed the Rākau Roroa Training workshop.

Offering the presence of a Changing Minds staff member to facilitate conversations where companies feel the need (at their own cost).

Funds:

Funds will be paid directly to Changing Minds trust account from the EveryDayHero.com platform every two weeks

As a registered charity we will provide our charity number so that companies can raise funds for us and receive any appropriate charitable donation Tax benefit.

Wish List for Future MHTP's

Merchandise:

It would be amazing to have Changing Minds Mad Hatters Tea Party hats printed so that if hosts want to purchase them for their Tea party we have something branded to give.

Branded T-shirts (or something a bit more exciting and unique) for give-aways and for companies to purchase for their employees as memorabilia of the event.

Another 'MAD' type product that relates to mental wellbeing like a squishy or putty, a tea pot, or tea cups as memorabilia or to be used for the event.

If you know anyone or you are that someone that would like to sponsor any merchandise, please get in touch directly with me (contacts below)

Ngā mihi nui,

Tamara Waugh

Designer of Potential

tamara@changingminds.org.nz

(09) 623 1762 / (021) 283 0283

changing minds