

# Interested in helping with Mind Aid?

**Keep in mind, the end goals of Mind Aid are:**

1) to increase the capacity of the 6 nonprofits (that I know of so far) helping people with mental illness in developing countries get basic mental health care (including teletherapy), and

2) to inspire more people to create new nonprofits using similar models of basic mental health care as these 6 nonprofits. There need to be armies of people helping those with mental illness in developing countries! Locally-led groups in developing countries are the ideal goal.

Note: basic mental health care models involve going into a community and looking for people there with existing leadership/health skills. They then train them to give basic mental health care to those who need it in their community! These models are low-cost, proven effective and scalable!

## **Things you can do (awareness is huge!):**

Create awareness by having conversations with people about the cause. These can be in-person, on social media, on the phone, on Zoom, etc.

Gary Vaynerchuk said LinkedIn has tremendous organic reach and to get on it. Many people say they get most of their business from LinkedIn. I have been using LinkedIn and find it a great way to meet people who may want to help. Judi Fox, a LinkedIn expert, says the best way to reach more people on LinkedIn is by commenting on other people's posts more than making your own posts.

Judi says to post at least once a week on LinkedIn and make long comments on other people's posts (total of 45 minutes a day on average). Long comments that are thoughtfully written, with a related link perhaps, show you as a leader and LinkedIn likes that, not to mention the people who read your comments! More people will find you on LinkedIn this way, Judi says.

Try to reach out to people with influence if you can. This way you can reach more people! Examples include:

- 1) filmmakers
- 2) journalists
- 3) bloggers
- 4) podcasters
- 5) YouTubers

- 6) TikTokkers
- 7) TV stations
- 8) radio stations
- 9) newspapers
- 10) magazines
- 11) social entrepreneurs or entrepreneurs who would want to create their own nonprofit/social business to help the cause
- 12) businesses (large and small) who may want to donate money to the cause
- 13) schools (kids can put on fundraisers!)
- 14) churches - one of the nonprofits I steer people towards and which does mental health work in developing countries, [www.cbmun.org.uk](http://www.cbmun.org.uk), is Christian-based, although my Mind Aid platform is secular. CBM has resources on their website for people who are interested in helping them reach more people (under the "Get Involved" tab).

Put on a fundraiser! Google "ideas for fundraisers" and you will see lists like "100 ideas for a fundraiser" show up.

Feeling creative? Think of some different ideas on how to help!