



# THE WALK FOR MENTAL HEALTH AWARENESS HOUSTON



## HOW CAN WE

engage attendees and volunteers through a strong digital presence?

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### BACKGROUND

**1 in 13**

adults in Texas experience a major depressive episode

**40% increase**

in the number of suicides in Harris county in recent years

### THE WALK



- seeks to **destigmatize** mental health in the Houston community
- C. Patrick McIlvain founded the Houston Chapter

### KEY INSIGHTS



Outreach



Internal Growth



Programming

### DESIGN GOALS



**Implementable**  
with current resources



**Strategic**  
in promoting long-term growth



**Engaging**  
for our user segments

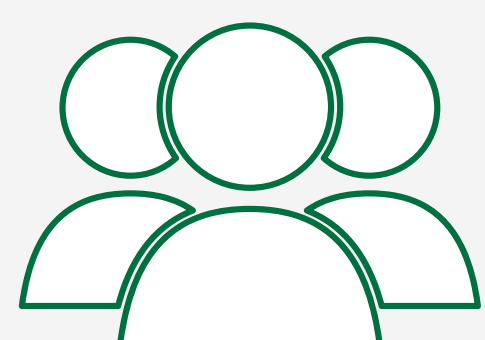


**Personalized**  
for diverse communities

### MEASURES OF SUCCESS



**Triple** number of website views



**Double** number of attendees



**20% increase** in media coverage



**50% increase** in sponsorships

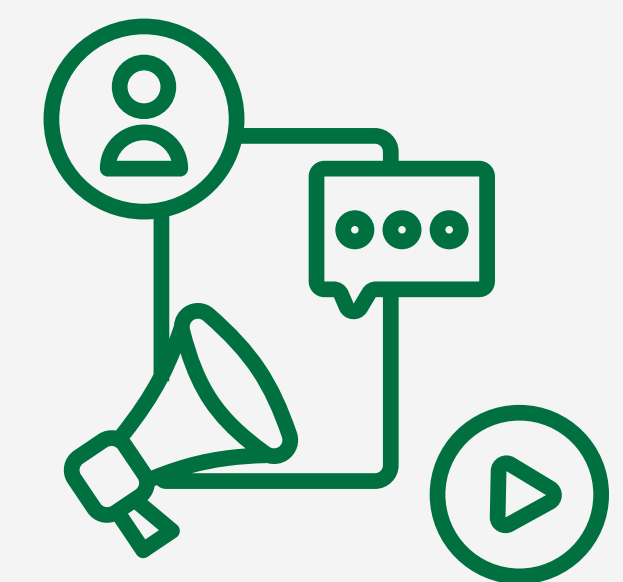
### INITIAL SOLUTIONS



Streamline Operations



Social Media



Rigorous Marketing

### NEXT STEPS

- **Survey** Rice students on the **usability of website design**
- **Create implementation guide** and pass on final prototype to The Walk

### PROTOTYPES

#### Up to Date and Relevant Information

**The 5K Walk**  
TWH is where local 501(C)3 non-profits join as one, to raise funds and awareness. This is done by advocating on behalf of people with a mental illness and by registering a "Walk Agency" team. The 5k walk is designed to invigorate mental illness sufferers to receive help and treatment. TWH has no finish line and instead an "Arch of Breakthrough", symbolizing achievements in mental health. TWH raises funds and awareness for mental health but more importantly, raises self-esteem, self-respect and worthiness in a sufferer.

**Mental Health Expo**  
After the 5K walk concludes, the "Mental Health Expo" begins. This is where mental health service providers network with participants of the walk.

Home About Events Get Involved Resources Donate

**Day of Remembrance**  
Join us for a World Mental Health Day! This event honors the 1,100 students lost to suicide each year and promotes mental health awareness in our community. Together, let's learn, remember, and make a difference.

### WEBSITE REDESIGN

#### Digitizing Donations

**Sponsors**  
The Walk for Mental Health Awareness - Houston (TWH) a non-profit organization that hosts an annual event during the World Mental Health Week. TWH works alongside other non-profit agencies which provide mental services to those in the Greater Houston area. These agencies make up our list of "Walk Agencies" teams. Our main initiatives is to foster an environment of health and safety within our community.

We are asking for your support as a sponsor at one of the generous giving levels below:

- Presenting Sponsor - \$10,000
- Platinum Sponsor - \$6,000
- Gold Sponsor - \$4,000
- Silver Sponsor - \$2,000
- Supporter Sponsor - \$500
- Individual Sponsor - \$300

**Download Sponsorship Package Here!**

Thank you for your help in supporting of The Walk for Mental Health Awareness - Houston project and programs for the 2023 calendar year! For more information, please email Patrick@thewalkhouston.org or call 713-705-7058.

**Take action. Make a difference. Mental health affects all of us.**

One-Time  Monthly  
A monthly gift does even more to help people with mental illness

\$5 \$10 \$15 \$20

\$0.00

I'd like to make this gift in honor or in memory of someone.

Support our initiative to host a positive public dialogue about mental illness/neuropsychiatric illness.

PayPal CREDIT CARD Apple Pay

**Want to take your impact a step further?**

**Sponsor us!**

Make a donation through mail  
Please mail all checks to:  
5535 Memorial Drive, Suite F-209  
Houston, TX 77007