



# RECHARGE

A monthly mental health newsletter  
for educators & youth workers.

*the Lily Jo project*

## NEWSLETTER DEVELOPMENT + COPYWRITING

A monthly e-newsletter for The Lily-Jo Project's network of teachers, school administrators, and youth workers. Design, copywriting, and distribution via MailChimp included. Began in December 2021.

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Audience / Educators, youth workers, social workers, and school administrators

Niche / Mental Health & Wellbeing

Voice / U.K. English

## Logo Design



## Email Structure

### Introduction

### Section 1: Key Promotions

A place to highlight one or two promotional stories about The Lily-Jo Project's services, campaigns, recent press features, etc.



### Now Taking Bookings for 2024! 🗓️

We are excited to start taking live workshop bookings for the following tour dates:

- February 5 to 16, 2024 – in celebration of Children's Mental Health Week
- May 13 to 24, 2024 – in celebration of Mental Health Awareness Week

To view a full list of available workshops - visit: [www.thelilyjoproject.com/schools/live-workshops/](http://www.thelilyjoproject.com/schools/live-workshops/)

## Email Structure (cont'd)

### Section 2: Mental Health in the Headlines

Highlight news stories relevant to mental health, young people, education, and music.

★ Pop star Robbie Williams opens up about his mental health struggles in new Netflix documentary.

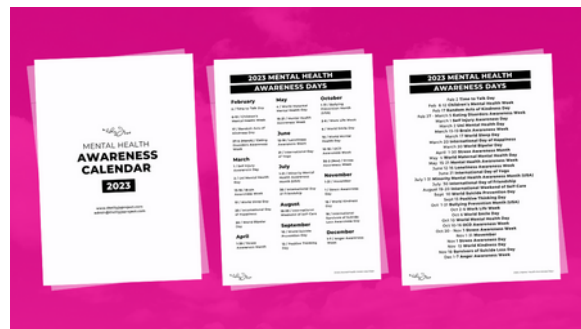
📱 Researchers explore the pros and cons of viewing mental health content on TikTok.

👩🏫 New training initiative in Scotland aims to prepare hair stylists in identifying and dealing with clients' mental health struggle.

### Section 3: Upcoming Awareness Campaigns

Highlight upcoming mental health awareness campaigns - include a link to download The Lily-Jo Project's Mental Health Awareness Day Calendar.

📅 13 November: World Kindness Day. Celebrate kindness in your classroom with the help of free lesson plans from the Random Acts of Kindness Foundation.



Never miss an awareness event by downloading our 2023 mental health awareness day calendar! 📅

[Download Here](#)

## Email Structure (cont'd)

### Section 4: Freebies for Your Classroom

Signpost to The Lily-Jo Project's free resources for children, teens, and families.

🎨 Who doesn't love to colour? Download and print our latest "[My Mental Health Matters](#)" [colouring sheet here](#).

📄 Hot off the press! Download our [FREE Self-Care Packet for Kids & Families](#).

👤 Get inspired to self-care at home with this list of the [Top 18 Self-Care Resources of 2023 for Children & Families](#).

### Section 5: Teacher's Corner: Your Mental Health Matters Too!

A place to share articles and inspirational quotes geared towards adults.



📄 [The Science of Self-Care + How to Build a Self-Care Routine](#)



📄 [How to Self-Care as a Makeup Artist: Cheri's Story](#)

"Self-care works wonders, but we have to dedicate the time. It's not selfish at all, it's a matter of putting your oxygen mask on first so you can help others." - Lisa Blackshaw

"Love yourself enough to press in and get some help. And who cares about the opinion of others? They don't live in your head with you, so do the things that you need to do to get help." - Cheri Ladd

## Email Structure (cont'd)

### Section 6: Partner Spotlight

A place to spotlight a Lily-Jo Project sponsor, partner, collaborator, etc.



We would love to take a moment to shine the spotlight on one of our partners, Minds Ahead!

Minds Ahead offers a range of qualifications for the mental health sector including:

- ★ The only Masters for Leadership of School Mental Health.
- ★ A Masters for teachers or pastoral staff who want to become School Mental Health Specialists (also available as a shorter Postgraduate Diploma).
- ★ A Foundation Programme in School Mental Health for colleagues working within educational settings seeking a recognised qualification in mental health.
- ★ A Peer Mentoring Programme for secondary school pupils (this is ran in partnership with us here at The Lily-Jo Project!)

In addition to the above qualifications, Minds Ahead also provides bespoke training and support to schools, multi-academy trusts, local authorities and other organisations.

We think they are doing incredible work and it has been a pleasure to collaborate with them on the Peer Mentoring Programme! 📖🧠

Interested in being featured as a partner of The Lily-Jo Project? Please reach out to us at [admin@thelilyjoproject.com](mailto:admin@thelilyjoproject.com) for information on becoming a partner.

### Section 7: Closing

## Landing Page / Subscribe



Let us help you RECHARGE!  
We all need to "recharge" our mental health batteries every once in a while.

This monthly newsletter is designed to provide you with:

- 🍏 Mental health resources for your classroom & students.
- 👨👩👧👦 Mental health resources to pass along to families.
- 💙 Mental health resources for YOU as an educator and human being.
- ✓ Exclusive news and updates about The Lily-Jo Project.

Let's go! 🙌

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## Live Links

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[January 2024 \(template refresh\)](#)  
[December 2023](#)  
[November 2023](#)  
[September 2023](#)



**HMC**

**For new project inquiries, please feel free  
to get in touch.**

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