



# COMMUNICATIONS TOOLKIT

## YOUR CLUBHOUSE & CLUBHOUSE INTERNATIONAL

UPDATED AS OF SEPTEMBER 2024



**Clubhouse International**  
Creating Community: Changing the World of Mental Health

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## Introduction

The Communications Toolkit was designed as an easy-to-use resource for creating marketing materials, social media content, web content, and any communications about Clubhouse International and the Clubhouse community. We have provided suggestions and links to downloadable materials.

Our goal is to:

- Ensure that we communicate a unified, consistent message about our community and what we do.
- Simplify the process. We don't have to reinvent the wheel every time we create content.
- Encourage the use of the most up-to-date information about Clubhouses and the Clubhouse network when developing content

## Communications Language

### What Is a Clubhouse?

A Clubhouse is a community-based service dedicated to supporting and empowering people living with mental illness, known as Clubhouse members. Based on the Clubhouse Model of psychosocial rehabilitation, each Clubhouse offers a collaborative, restorative environment where Clubhouse members can recover by gaining access to opportunities for employment, socialization, education, skill development, housing and improved wellness.

Organized around the belief that every individual has something valuable to contribute to society, Clubhouses effectively help people build self-confidence and end the social and economic isolation so often associated with mental illness.

### **[Short Description]**

A community-based mental health service that empowers people with mental illness to take control of their recovery and thrive through access to opportunities for employment, socialization, education, skill development, housing and improved wellness.

### **What Is Clubhouse International?**

Clubhouse International is the only global mental health nonprofit that expands and enhances recovery opportunities for people living with mental illness by integrating the proven recovery model – the Clubhouse Model of psychosocial rehabilitation - into community-based approaches worldwide. Clubhouse International's network has grown to over 360 Clubhouses in 33 countries.

### **[Short Description]**

Clubhouse International is a non-profit organization that helps start and grow Clubhouses globally where people with mental illness can go to get their lives back.

### **How Does Clubhouse International Help Clubhouses?**

Clubhouse International helps start and grow Clubhouses globally by:

- Leading new groups through the steps of making their dreams a reality through [New Clubhouse Development Training](#) and ongoing mentoring programs.
- Ensuring successful member outcomes through [Clubhouse Accreditation](#), our research-based quality program. Ensuring new and mature Clubhouse sustainability through ongoing [training](#) and mentoring.
- Raising public awareness about mental illness and how the Clubhouse Model saves lives.
- Initiating and coordinating public advocacy efforts to help us increase the availability of the Clubhouse Model worldwide.
- Developing and enhancing research approaches to continually measure the outcomes and effectiveness of the Clubhouse Model.

### **What Is the Clubhouse Model?**

The Clubhouse Model is a psychosocial rehabilitation approach to recovery from serious mental illness which addresses social and economic factors as part of a comprehensive, community-based approach.

### **What is Clubhouse Accreditation and How Does it Impact Clubhouses?**

## What is Accreditation?

Accreditation is a research-based quality assurance program to ensure successful outcomes for member Clubhouses. The Accreditation process is both evaluative and consultative. Accreditation is awarded for either a one- or three-year period, subject to the degree of adherence by the Clubhouse to the International Standards for Clubhouse Programs™. It is conducted by members of the Clubhouse International Faculty, which is composed of veteran members and staff from Accredited Clubhouses around the world.



## How Does the Accreditation Process Impact Clubhouses?

The Accreditation process helps Clubhouses improve recovery outcomes for members: higher employment rates, fewer hospital stays, reduced incarcerations and lower suicide rates (source: *Clubhouse Profile Questionnaire*)

### Example

**Accreditation transforms Clubhouses across the globe.**

In Estonia, the progress of [Haabersti Klubimaja](#), highlights the value of Clubhouse International accreditation, which became mandatory in 2014 for all Clubhouses in the network.

The process helped Haabersti Klubimaja become the strong Clubhouse it is today by meeting rigorous standards and demonstrating its commitment to providing a supportive environment for individuals with mental illness.



**HAABERSTI  
KLUBIMAJA**

## What Are Clubhouse Standards?

The International Standards for Clubhouse Programs™, agreed upon by all our member Clubhouses, define the Clubhouse Model of rehabilitation. The Standards:

- Are at the heart of the success experienced by Clubhouses around the world helping people with mental illness stay out of hospitals while achieving social, financial, educational, and vocational goals;
- Serve as a “bill of rights” for members and a code of ethics for Clubhouse staff, boards and administrators, and a reminder that Clubhouses must be places that offer respect and opportunities to members;
- Provide the basis for assessing Clubhouse quality through the Clubhouse International Accreditation™ process.

For more information on Clubhouse Standards, [click here](#).

## Approved Logos and Suggestions

### Clubhouse International Logos

We respectfully ask that you ensure correct and consistent usage of the Clubhouse International identity. These are valuable assets and can build your Clubhouse’s visibility and credibility by demonstrating your affiliation with an internationally recognized network that provides successful outcomes for people living with mental illness. Logos should be used with care to present a unified and professional image.



**Clubhouse International**  
Creating Community: Changing the World of Mental Health



**Clubhouse International**  
**CELEBRATING 30 YEARS OF CHANGE**

### Logos & Brand Guidelines

[Click this link to access a Google Drive folder](#) with all of our branding assets available for



download! All assets within the folder are PNG files with transparent backgrounds (sans the Accredited Clubhouse stamp), allowing for flexibility in use.

[Click here to view full brand guidelines](#)

## Helpful Tips for Use of Logos on Clubhouse Websites

- Include the Clubhouse International logo and/or Accreditation logo in the footer of every page of your website. *Examples:*
  - [Fountain House Stockholm](#)
  - [Gateway](#)
  - [Spirit Crossing Clubhouse](#)
- Include logos in printed marketing materials
- Include logos in conference materials and presentations



Pantone - PMS194  
CMYK - C27 M97 Y69 K20  
RGB - R155 G36 B62  
HEX - 9b243e



Pantone - PMS425  
CMYK - C65 M55 Y52 K27  
RGB - R87 G90 B93  
HEX - 575a5d



Pantone - PMS137  
RGB - R255 G163 B0  
HEX - ffa300



Pantone - PMS315  
RGB - 0 101 128  
HEX - 006580

## Mental Illness/Mental Health Research

### About Mental Illness Infographic

[Click here to download the Front Panel](#) & [Click here to download the Back Panel](#)

### Key Facts About Mental Illness

- Mental illness is a highly prevalent, life-threatening disease that affects millions of people around the world. It is a disease that:
- Strikes people of all ethnic groups, religions and economic brackets.
- Strikes the young, and often goes undiagnosed and untreated for many years.
- Threatens lives everywhere: in America, more people die from suicide than from cancer, homicide or HIV/AIDS.
- Has a significant impact on human productivity, causing as many lost days of work as cancer, heart attacks or back pain.
- Has a staggering impact on the global economy.

However, mental illness IS treatable. There is hope for people who have it. People can recover from mental illness with good treatment and, most importantly, a reliable support system of other people.

The emergence of Clubhouses in many countries around the world are demonstrating that people with mental illness can successfully participate in society through education, employment and other social activities.

Accredited Clubhouses offer people who have mental illness hope and opportunities to achieve their full potential.

[Click here for more information](#)

## Clubhouse International Videos

### About Us (Who We Are)

In this video, Clubhouse International's Board Chair Jennifer Tedesco and Clubhouse International's Executive Director and Chief Executive Officer Joel D. Corcoran, plus a number of our Clubhouse Founders, Directors and members themselves describe Who We Are: a global nonprofit organization working to end social and economic isolation for people living with mental illness through a network of over 360 Clubhouses in 33 countries. Supporting over 100,000 people a year, each Clubhouse provides their members with opportunities for recovery via employment, education, wellness and friendships.

[Click here](#) to view the video.

### Work Works

Clubhouse International Employment Programs are highly effective in helping people living with mental illness return to paid employment, which is a gateway to recovery.

[Click here](#) to view the video.

### Wellness Works

Clubhouse International highlights the positive impact of wellness on mental health and promotes Clubhouse wellness programming as an essential tool for mental health recovery.

[Click here](#) to view the video.

## Awards & Recognitions

### American Psychiatric Association

In May, 2021 Clubhouse International received the ***Special Presidential Commendation Award*** at the American Psychiatric Association 2021 Annual Meeting, recognizing the evidence-based, cost-effective Clubhouse Model of psychosocial rehabilitation as a leading recovery resource for people living with mental illness around the world.

[Click here](#) to view the full press release.

[Click here](#) to retrieve their logo.





## Conrad N. Hilton Humanitarian Prize

Clubhouse International/Fountain House received the 2014 Conrad N. Hilton Humanitarian Prize of \$1.5 million in recognition of doing extraordinary work to alleviate human suffering.

Press Releases:

1. [Official Hilton Press Release](#)
2. [Clubhouse International Press Release](#)
3. [High Hopes Clubhouse Press Release](#)

[Click here](#) to retrieve their logo.



## The Duke Endowment

In May 2023, Clubhouse International was awarded a grant by The Duke Endowment towards its plan to promote awareness, education and support for mental health services by expanding the Clubhouse Model of Psychosocial rehabilitation in North Carolina and South Carolina, USA.

[Click here](#) to view the full press release.

The award was recently featured in **MarketWatch** on May 10, 2023;  
[click here](#) to view the article.

[Click here](#) to retrieve their logo.



## The Honorary 2022 Pardes Humanitarian Prize in Mental Health

Clubhouse International received the Honorary 2022 Pardes Humanitarian Prize in Mental Health awarded by [The Brain and Behavior Research Foundation](#), recognizing the Clubhouse Model for psychosocial rehabilitation as a rights-based approach to recovery that expands access to care for people living with mental illness around the world.

[Click here](#) to view the press release.

## Tips for Effective Social Media Strategy

### Helpful Articles

Social media is a great way to connect with your Clubhouse community, raise awareness of what you do, and gain new followers. Here are some ideas from experts to get started and continue to engage with your audience.

#### 1. Get Started. Create a presence for your Clubhouse on major social media platforms:

- a. [“The Ultimate Social Media Guide for Nonprofits”](#)

#### 2. Create effective content:

- a. [“Create Engaging and Effective Social Media Content”](#)
- b. [“Learn How to Create Social Media Content with a Social Content Plan”](#)
- c. [“How to Create Social Media Content: 10 Tips that Help You Drive Results”](#)

#### 3. Engage Your Audience:

- a. [“Social Media Engagement: What it is and Tips to Improve it”](#)
- b. [“10 Tips for Engaging Your Social Media Audience”](#)
- c. [“11 Ways to Grow Your Social Media Audience”](#)

## Clubhouse International Social Media Links & Hashtags

### Social Media Links

1. [Facebook](#)
2. [X \(Formerly Twitter\)](#)
3. [Instagram](#)
4. [YouTube](#)
5. [LinkedIn](#)

### Hashtags

1. #ClubhouseWorks
2. #WeAreClubhouseInternational
3. #MentalIllness
4. #MentalIllnessRecovery
5. #MentalHealth
6. #MentalHealthResources

## Member, TE, & Employer Stories

### How to Create Effective Stories

**Stories are the most successful tool we have to show the ways in which Clubhouses have positively affected member's lives.**

Sharing stories on your website, social media and marketing materials will definitely increase audience engagement. Here are some tips for creating your own stories:

- Describe the member's experience before and after joining the Clubhouse. Emphasize the help the member received and how their life improved as a result of joining the Clubhouse.
- Include the member's name and photo
- Some questions you may ask the member:
  - What do you like to do at the Clubhouse?
  - What are your interests and/or profession?
  - What was your life like before you found the Clubhouse?
  - What would you say to those who wonder if they should join a Clubhouse?
- If you are using member stories in your social media, make sure the text is brief – 160 words or less.
- Always include a photo.
- If the story is longer, include the full version on your website and link to the social media post.
- Always obtain written permission from the member to share their story. See a sample release form on page 22. You can also obtain permission through an email from the member.

- Wherever possible, use short videos – the most successful audience engagement tool.
- Consider creating your own YouTube Channel for sharing stories and gaining a following for your Clubhouse.

For examples of member stories, see the following pages or [click here](#).

## Sample Stories

### Sample Story #1 – General Member

#### The Impact of Employment

Michael, [Progress Place](#)

“Through Progress Place's Transitional Employment Program, I just finished my TEP as a Café Attendant at Sodexo where I would stock supplies and do some light cleaning. I really enjoyed the environment because I was able to chat with guests and see how important the work that I was doing was. This really helped increase my confidence. Everybody was so helpful, which made it easy to enjoy coming to work every day. I am so grateful to Progress Place who believed in me enough to try this position. I am excited to already be starting a new TE in a law firm.”



### Sample Story #2 – Transitional Employment

#### Transitional Employment

Sonja, [Yahara House](#)

“In my twenties, I developed my first mental health symptoms. The paranoia, depression and delusions meant that I could not hold a job. Finally, I realized that my mental illness was real and stayed on medication. ....my life was dull and depressing. I would go to my psychiatrist and therapist

begging for somewhere to go, because I was so lonely and depressed. Finally, they suggested Yahara House. I went to Yahara House every day. Eventually, I felt comfortable and found myself making friends and connecting with the staff. The meaningful work, and a place to go where people cared about you, made a significant difference in my life. I was able to start working through Yahara House's TEP program. It led to another TEP, which led to a permanent job. I feel like Yahara House has given me a sense of community. The members are more like my family. They care and accept me for who I am. They do not care that I have mental illness. They treat me like a valuable person, and care about what I think."



### **Sample Story #3– Clubhouse Employers**

#### **An Employment Tale 2023**

Hermione, [Grand Avenue Club](#)

In 2015, Hermione became a Grand Avenue Club Member. One of our fantastic supporters and employers, BILTRITE Furniture - Leather - Mattresses, had a Transitional Employment (TE) opening and our staff thought Hermione might be a great fit. At first she says she was intimidated by "what a very big job this is and I can only do my best". Over time, with help from her co-workers at BILTRITE and GAC staff support, the job just became doable. She enjoyed how many people she was meeting, something she says is her passion. She found kinship and support from the Komisar Family (who own BILTRITE). She felt rejuvenated. Hermione was such a fantastic addition to BILTRITE that, after her TE ended, they offered her permanent employment. She continues to work there to this day, meeting new people and making them smile.

When asked what her plans were moving forward, she said; "I think I will stay here! My passion is meeting people. Thank you to the Komisar Family for this opportunity to stay at BILTRITE!"



## **Sample Story #4 – Success Stories**

### **There is a Place for Us**

Fatou, [Fountain House Stockholm](#)

#### **We who have felt bad or feel bad are not left out.**

I was sick and unwell. Stayed at Sankt Göran for 2 months. Administrator via the Social Services suggested Fountain House. I wanted to get out in the community. The first time I came for a new visit and I was warmly welcomed by Jackie and Elin. I felt it was a place for me. I started coming almost every day and became a member from February 2019. When I arrived, I started in the office. The tasks I did were bulletin, statistics and I was part of the young adult group. This summer I went on many excursions. Through all this I have evolved.

**Through all this I have evolved.** When I got to the clubhouse, I felt safe and I wanted to work. Over time, I realized that I was getting better and better. I then chose to start at the job market to be able to apply for different jobs and at the same time I came to the house. I told the supervisor on the way out that I wanted to go to work. I received help and support from supervisors and members. Members came up with various tips on jobs.

#### **FH does something nice for one's personal development.**

Today I work at a nursing home and I got the job through Robin, a member of the house. I enjoy my new job, but when I have time, I visit Fountain House to hang out with members and supervisors. In this way, I regained my self-confidence and myself. Today I am the person I once was and like it a lot. I am the one who wants to work, get a family, be happy and fight every day. I want to give something back to society and I am doing it right now.



With each passing day, I get stronger.

**I received a warm welcome.**

I want to tell others about Fountain House. It is a special place that does something nice for one's personal development. You get closer to the community in a safe way by being a member of Fountain House. We who have felt bad or feel bad are not left out, but there is a place for us. I have met amazing people. I got to know members and supervisors as well as the manager who are incredibly nice. Fountain House is a place for everyone who feels that they have mental illness.

**With each passing day, I get stronger.**



## **Sample Story #5 – Video Stories**

### **Transitional Employment Programs**

[Casaclub Baires](#), Argentina.

Hear from one of our employers and Veronica, a Casaclub member, about the effectiveness of our TE programs. Veronica says, "I am very thankful and happy with MSU and Casaclub for this chance to insert myself into society and socialize with other people."

[Click here](#) or on the image below to view the video.

# Press Releases

## Sample Media Release Form

To be used when you plan to feature a person's name, image or other personal details in a press release, public statement, and/or a social media or website news post.

### MEDIA RELEASE FORM

I, the undersigned, hereby consent to the unrestricted use by Clubhouse International of my likeness for use in Clubhouse International collateral materials, publications and all multi-media/media materials, including website, social media and other electronic media.

I further agree that the text of my speech can be excerpted or used in full in said Clubhouse International collateral materials, publications, and other media forms, including our website and social media platforms.

I authorize the use of my likeness and biographical information for Clubhouse International marketing purposes, including but not limited to, multi-media products, publicity, fundraising, advertising and supplementary literary material.

PRINT NAME:                      SIGNATURE:                      DATE:

## Press Release Tips and Examples

Whenever your Clubhouse has a newsworthy event, it's a good idea to issue a press release to announce your news and reach as broad an audience as possible. Some examples of newsworthy events would be: organizational changes, a significant grant, an award, or new initiatives.

### 1. When and how to write a press release:

- a. ["What is a Press Release and When Would You Use One?"](#)
- b. ["How to Write a Press Release"](#)

### 2. You can distribute your press release through online services such as:

- a. [PR.com](#)
- b. [Newswire](#).

### 3. Press Release Template:

Insert Clubhouse logo

(Answer the Questions: Who, What, When, Where and Why This Is Newsworthy)

FOR IMMEDIATE RELEASE

CONTACT:

(CONTACT PERSON'S NAME)

(CONTACT'S PHONE NUMBER)

**(Headline about your Clubhouse's news)**

(YOUR CITY) (MONTH DAY, YEAR) – (The first paragraph should be approximately two sentences and should say exactly what your news is – remember to mention your Clubhouse's name)

(Next paragraph should be a one to two sentence quote from your Clubhouse Director or another key person about the significance of the news)

(Additional paragraphs provide greater detail about your Clubhouse's news – try to keep your release to one page, if possible.)

# # #

(Boilerplate information – this is a brief 2-3 sentence description of your Clubhouse, quite often an adaptation of your mission statement. Be sure to include your Clubhouse's website here)

(Include photos if possible.)

**4. Recent Press Release examples:**

- a. [Mosaic Clubhouse Prince of Wales Visit](#)
- b. [Clubhouse International Duke Endowment announcement](#)
- c. [Clubhouse International/Fountain House U.S. Advocacy Campaign](#)

## Appendix

### Major Clubhouse International Campaigns

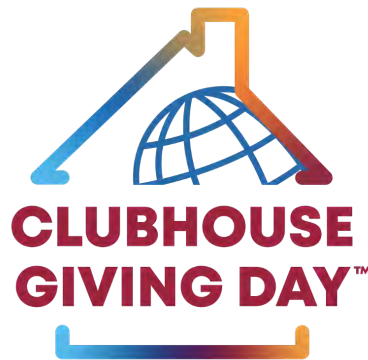
Throughout the year, Clubhouse International partners with other organizations to promote awareness of mental health and advocate for people living with mental illness. These campaigns are a powerful way to support our Clubhouse communities.

All logos below can be downloaded using [this link](#).

### Clubhouse Giving Day

On June 1 every year, we celebrate Clubhouse Giving Day.

Fifty Clubhouses participated in the third annual Clubhouse Giving Day on June 1, 2023. Everyone worked hard to build Clubhouse awareness and raised important funds to support opportunities for education, employment, housing, and recovery, for people living with mental illness. For more information, [click here](#).



## **Mental Health Action Day (May 18)**

Clubhouse International is proud to be a founding partner of the global movement, Mental Health Action Day, powered by MTV, and most recently held on May 18, 2023. The purpose of the day is to turn awareness into action and create a world where mental health is a priority for all.

[Click here](#) to view our press release.



## **Mental Health Awareness Month (May)**

Mental Health Awareness Month has been observed in the U.S. since 1949. Every year during the month of May, NAMI joins the national movement to raise awareness about mental health. Together, we fight stigma, provide support, educate the public and advocate for policies that support the millions of people in the U.S. affected by mental illness.

[Click here](#) to learn more.



## World Mental Health Day (Oct 10)

World Mental Health Day is an international day for global mental health education, awareness and advocacy against social stigma. It was first celebrated in 1992 at the initiative of the World Federation for Mental Health, a global mental health organization with members and contacts in more than 150 countries.

Each year, Clubhouse International is pleased to partner with the World Federation for Mental Health and participating member Clubhouses to promote an aspect of Mental Health and raise awareness. Together, we are working to expand effective global and community solutions for reversing the effects of mental illness through raising awareness, eliminating stigma, empowering communities, encouraging greater investment by key stakeholders, and celebrating accomplishments.

[Click here](#) to learn more.



## Hill Day

[Hill Day](#) is the largest virtual mental health and substance use advocacy event of its kind – a chance to hear from policy experts and to demand action from your elected officials. Click here for a fact sheet on [Curbing the Nation's Substance Abuse Crisis](#).

This is more than just an annual virtual learning event – it's a community rallying cry to raise awareness of lifesaving legislation and urge lawmakers to invest in critical mental health and substance use care funding.

[Click here](#) for information on the most recent Hill Day event.



## U.S. Advocacy Campaign

In May, 2023, Clubhouse International, in partnership with Fountain House (NY, USA) and other US advocacy organizations, launched a multi-year US National Advocacy and Awareness Campaign, Healing Minds, Powering Communities, to effect policy change, increase public funding and expand access to proven, community-based solutions such as the Clubhouse Model of psychosocial rehabilitation.

Member Clubhouses were invited to join this multi- year campaign.

[Click here](#) to view our press release.



## Sample Customizable Graphics

If you would like to combine your Clubhouse graphics with Clubhouse International's branding, consider utilizing a photo editing tool, such as a free [Canva](#) app. Please contact **Anna Sackett Rountree** at [asackett@clubhouse-intl.org](mailto:asackett@clubhouse-intl.org) if you have any questions.

[Here's a direct link](#) to this graphic with a transparent background. This will allow you to easily place the template over your chosen image!



