**EMAIL MESSAGING FOR ATTENDEES/PARTNERS:**

**Subject: Join [Me/Us] at Virtual NAMICon 2022 this June!**

Dear [NAME],

As many of us have experienced, the past two years have impacted our mental health in unprecedented ways. The road to recovery will require all of us coming together to ignite powerful conversations, develop and discover solutions, and drive awareness.

That’s why it’s important you join [me/us] at **NAMICon 2022,** the National Alliance on Mental Illness’s annual convention **taking place virtually June 14–16.** NAMI is the nation’s largest grassroots organization dedicated to building better lives for the millions of Americans affected by mental illness. Their national convention is one of the largest community gatherings of mental health advocates in the U.S.

Highlights of NAMICon 2022 will include:

* **30+ workshops built around tracks** focused on mental health research and treatment; youth and young adults; transforming crisis response; and promoting equitable mental and emotional support for underserved communities.
* **Opening Plenary Keynote: Actress, Author and Mental Health Advocate Mayim Bialik**

Join us for this discussion between NAMI CEO Daniel H. Gillison, Jr., and Mayim Bialik, best known for her lead role as Blossom Russo in the early-1990s television sitcom “Blossom” and her award-winning portrayal of Amy Farrah Fowler on CBS’ “The Big Bang Theory,” to hear her perspective on living #StigmaFree.

* **Fireside Chat with SAMHSA: A Conversation with Dr. Delphin-Rittmon, Assistant Secretary for Mental Health and Substance Use**

Join NAMI CEO Daniel H. Gillison, Jr., and Dr. Miriam E. Delphin-Rittmon, the HHS Assistant Secretary for Mental Health and Substance Use, for an engaging conversation about federal mental health and substance use policy. Learn the latest happenings at the Substance Abuse and Mental Health Services Administration (SAMHSA), including the work to expand crisis response services leading up to the nationwide implementation of 988.

* **Plenary: NAMI, Ken Burns and the Well Beings Youth Mental Health Project.** Filmmaker Ken Burns and special guests celebrate NAMI's collaboration with the Well Beings Youth Mental Health Project and WETA, the PBS flagship station in our nation’s capital.
* **Special Session: A Spotlight on Mental Health Care in Rural America with NAMI and Well Beings,** a panel discussion and preview of excerpts from Well Beings’ “Remote Chance: Rural Health Care in America” by award-winning filmmaker Elizabeth Arledge in conservation with NAMI Board Members and Executive Directors.
* **Special panel event** **with Dr. Ken Duckworth, NAMI’s Chief Medical Officer,** offering an exclusive preview of NAMI’s first book,“You Are Not Alone: The NAMI Guide to Navigating Your Mental Health Journey,” releasing this fall.
* **Research Plenary with Dr. Joshua A. Gordon**, Director of the National Institute of Mental Health, providing an overview of the challenges and opportunities in mental health research.

I [we] encourage you to visit [**nami.org/convention**](http://www.nami.org/convention) for information on how to register as well as to view the full workshop schedule as it becomes available.

The convenience of NAMI’s online eventmakes itaccessible for *anyone* interested in and impacted by mental health to attend! Join **Together for Mental Health** at #NAMICon!

**SOCIAL MEDIA COPY:**

* **Facebook/LinkedIn/Instagram:**

Staying connected and engaged in the mental health community is essential. That’s why I’m [we’re] attending at Virtual NAMICon 2022. Join me [us] and [insert NAMI’s social handle] for this informative and inspiring event. Learn more and register: [**nami.org/convention**](https://www.nami.org/convention)

* **Twitter:**

*Option 1*

I’m [we’re] excited to be attending #NAMICon, @NAMICommunicate’s virtual event with inspiring and informative workshops on mental health. Will you join me [us]? Registration is open: [**nami.org/convention**](https://www.nami.org/convention)

*Option 2*

#NAMICon is the premier event June 14–16 dedicated to bringing people Together for Mental Health. Did you sign up yet? Register at [**nami.org/convention**](https://www.nami.org/convention)

*Option 3*

#NAMICon 2022 is an event focused on mental health & providing the support everyone needs right now. Register at [**nami.org/convention**](https://www.nami.org/convention)