

YOU MATTER

Toolkit

Plant a seed. Grow a Movement.





START A MOVEMENT OF CONNECTION TODAY!

- Simple Steps
- Real Resources
- Lasting Impact

The YOU MATTER Toolkit is your step-by-step guide to bringing hope, connection, and kindness to your community.

Inside, you'll find everything you need to start your own You Matter initiative. From simple, small-scale ideas to resources that can help you grow into a thriving community movement, we've included tips for branding, social media, event planning, and even words of wisdom from our experienced board. You'll also find practical tools, creative swag ideas, and ready-to-use templates to make your journey easier.

Whether you're planning a simple kindness project or building a full nonprofit organization, this toolkit is here to guide you every step of the way.

You Matter Archie
PO Box 24 , Archie, MO 64725
youmatterarchie@gmail.com



TABLE OF CONTENTS

WHERE TO START: Bringing YOU MATTER to Your Community

WHAT'S NEXT: From Small Acts to Big Impact

FUNDING: Fueling Your Mission for Growth

SOCIAL MEDIA: Sharing Your Message with the World

DIGITAL KICKSTART: How-To's and Pro-Tips

EVENT PLANNING: Turning Ideas into Experiences

EVENT PLANNING CHECKLIST

HELPFUL TOOLS: Tools to Streamline Success

WHAT TO GIVE: Simple Ways to Share the Message

RESOURCES: Local Mental Wellness Resources

RESOURCES: National Mental Wellness Resources

501c3: A Simplified Checklist to Starting a NonProfit

Branding & Content Templates: Canva Templates for Branding Tips, Letterhead, Flyers, Etc.

JOIN THE COMMUNITY: Information and Link to Join the Private Facebook Community

AMAZON: A Few of Our Most Used Items

FAQ

WHERE TO START:

Bringing YOU MATTER to Your Community



Gather A Few Hearts.

Start with 3-5 people who care about kindness, connection, and mental wellness. Big movements begin with small teams who simply care deeply.

Dream Together.

Ask one simple question: “What does ‘You Matter’ mean to us?” There’s no wrong answer - kindness, inclusion, belonging, hope - It all matters.

Choose One Small First Step.

Keep it simple. Host a You Matter Day, hang posters, pass out “You Matter” cards, or write sidewalk messages. One visible act can spark a ripple of kindness across your community.

Share Your Story.

Take photos, post on social media, tag your school, church, or city page. The more people see kindness in action, the more they want to join.

Celebrate Your Impact.

Gather your team afterward. Talk about what moved people and what inspired you. That reflection keeps the heart of the message alive.

CONGRATULATIONS! You’ve Already Started a Movement.

From one small act, you’ve helped plant the seeds of belonging and hope.

Your next step?

Give your group a name, a logo, and a mission, and officially launch your You Matter initiative.

WHAT'S NEXT:

From Small Acts to Big Impact



START NOW

Gather A Few Hearts.

Create a name that reflects your community or group's heart (e.g., You Matter Archie)

Design a Logo

Keep it recognizable and positive, something that feels like you

Write a Mission Statement

Just a few sentences about why you want to spread the You Matter message

Create Social Media Pages

Share uplifting content, small acts of kindness, and your first event.

Host a You Matter Day

Hand out kindness cards, chalk sidewalks, or create a kindness wall. Remember, small actions that spark connection

Schedule Your Next Event

Keep the momentum going! Brainstorm and schedule your next community outreach.

Keep Going!

DOWN THE ROAD

Build a Team

Invite friends, teachers, or local leaders who share your vision.

Connect with Community Partners

Reach out to schools, churches, and local businesses for collaboration.

Explore Funding Opportunities

Consider small fundraisers, sponsorships, or applying for nonprofit status.

Plan a Calendar of Events

Schedule kindness events, awareness campaigns, or community challenges.

Share Your Impact

Schedule kindness events, awareness campaigns, or community challenges.

Start Your Own 501c3

Not everyone needs a 501c3. If you decide to start one, we have a complete guide to assist.

Each act of kindness - no matter how small - creates a ripple.

FUNDING:

Fueling Your Mission for Growth



Start Small

Begin with projects that don't require major funding - acts of kindness, local drives, or community days.

Community Support

Ask for small sponsorships or donations from local businesses, churches, or civic clubs. They often love to help youth-led causes.

In-Kind Donations

Don't overlook non-cash support. Local print shops, restaurants, and community partners are often happy to donate supplies, snacks, or event space.

Online Funding

Set up simple digital fundraisers through GoFundMe, Venmo, or Facebook to cover small project costs.

Formalizing Your Efforts

As your group grows, consider creating a nonprofit (501c3) or finding a fiscal sponsor to receive larger donations

Gratitude Matters

Thank every donor - big or small - personally and publicly. Gratitude builds loyalty and lasting support

SOCIAL MEDIA:

Sharing Your Message with the World



Get Set Up

Create Facebook and/or Instagram pages for your group. Use Canva templates to design matching profile and cover images.

Keep It Real

Post real photos, share kindness stories, and let your authentic personality shine through.

Engage Your Community

Invite followers to tag your page when they see kindness in action. Highlight their stories and posts. Tag local schools, businesses, and partners to build visibility and cross-promotion.

Stay Consistent

Try simple posting themes like Motivational Monday or Thankful Thursday. Post once or twice a week to stay visible.

Plan Ahead

Use Meta Business Suite or other schedulers (Hootsuite, etc) to pre-plan posts and save time.

[facebook](#)



Follow
Us On
Socials

[instagram](#)



DIGITAL KICKSTART: How-To's and Pro-Tips



The Power of Your Personal Voice

Before setting up new accounts, the most impactful thing you can do is share from your heart on your personal Facebook and Instagram pages. Share what you're thinking - your ideas - your goals, ask if anyone would like to join you in your mission.

- **Action Item:** Share your personal “why” and your main initiative.
- **Goal:** Genuine connection and see who is ready to jump on board.

Choose Your Initiative Name

When you are ready to create a dedicated space, keep the naming convention simple and unified.

- **The Formula:** You Matter + [Location Name]
- **Examples:** You Matter Archie, You Matter Ray-Pec, You Matter [Name of Honored Individual].

Set Up Your Professional Space

- **Facebook:** Create a “Page” (not a group) first. Choose “Nonprofit” or “Community” as the category. This allows people to “like” and follow your official updates.
- **Instagram:** Create a Professional/Business Account. This gives you access to “Insights” so you can see how many people your posts are reaching.
- **Canva:** Sign up for a free account at Canva.com. Use the “Instagram Post” template for everything - it works perfectly for both Facebook and Instagram.

Pro-Tip:

Ideas for your first 3 posts:

- **The Welcome:** Share image of your logo (if you've created one), welcome friends to your initiative.
- **The Mission:** Share your heart and what you hope to accomplish by starting a You Matter Initiative.
- **The Invitation:** Share how others can join you.

You don't need to have everything figured out - you just need to be willing to start.

EVENT PLANNING:

Turning Ideas into Experiences



Start with Purpose

Decide what you want participants to feel - encouraged, connected, hopeful - and plan with that goal in mind.

Types of Events

Host a Kindness Day, chalk walk, or small community clean-up to build momentum and confidence.

Partner Up

Collaborate with schools, churches, or city groups. Partnerships create shared ownership and bigger reach.

Plan the Basics

Create a simple checklist: date, location, supplies, volunteers, and promotion plan.

Promote Early

Share on social media, in newsletters, and around town 2–3 weeks before your event.

After the Event

After the event, post photos, tag sponsors, and thank volunteers. Keep the excitement alive!

*Events create more than moments. They create connection.
When people gather with purpose, community begins to
feel possible again.*

EVENT PLANNING CHECKLIST



Define the Purpose

- Choose one clear goal (awareness, connection, encouragement)
- Decide what success looks like (attendance, conversations, visibility)
- Keep the scope simple and realistic

Choose the Event Type

- Awareness or You Matter Day
- Kindness or encouragement activity
- School or community event
- Table at an existing event or gathering
- Tip: Starting small is often the most effective way to build momentum.

Set the Basics

- Select a date and time
- Choose a location (school, community space, church, outdoor area)
- Identify who the event is for (students, parents, families, community)

Build Your Team

- Identify 1–2 point people
- Assign simple roles (setup, supplies, communication)
- Confirm who will be present and supporting the event

Gather Supplies

- Printed materials or signage
- Encouragement items or giveaways (if applicable)
- Table, display, or activity materials

Promote the Event

- Share on social media
- Email or message your target audience
- Ask partners to help spread the word
- You don't need a big campaign - consistency matters more than volume.

Day-Of Checklist

- Arrive early
- Set up materials and signage
- Welcome people and start conversations
- Take a few photos (with permission)
- Keep a notebook handy to gather thoughts/changes for next time.

Follow Up

- Thank volunteers and partners
- Share photos or a recap on social media
- Reflect on what worked and what to improve
- Decide on one simple next step

Helpful Reminder:

Events don't have to be big to be meaningful. When people show up with intention, connection happens.

Small actions matter - and they can lead to meaningful change.

HELPFUL TOOLS:

Tools to Streamline Success



Design & Branding Tools

Use Canva for flyers, logos, and social media posts. Save your color codes and fonts for consistency.

Linktree for consolidating links, QR code generators for flyers (Canva Pro)

Collaboration Tools

Google Drive, Docs, and Forms are great for sharing and organizing group information.

Communication & Scheduling

Google Calendar for meetings, and GroupMe or Remind for team updates, SignUp Genius for community sign ups.

Social Media Management

Use Meta Business Suite to schedule posts and check insights for engagement

Ready-to-Use Templates

Include editable templates for mission statements, event checklists, and outreach emails in your shared folder.

WHAT TO GIVE:

Simple Ways to Share the Message



Keep It Simple

Choose items that are affordable, meaningful, and easy to distribute - like bracelets, stickers, or buttons.

Stay on Brand

Use your You Matter colors and logo so every item reinforces your message and mission

Encouraging Notes

Attach a small note or tag that says “You Matter” or includes a positive affirmation

Useful Items

Pens, keychains, stress balls, or water bottles—practical items people actually use.

Student Favorites

Teens love vinyl stickers, mini notebooks, lanyards, or candy paired with encouragement cards.

Share the Story

Include your social media handles or QR code so people can learn more and get involved. Creative hashtags help track your message and who is sharing.

Amazon Wishlist

Create an Amazon Wishlist with items your group would like to have.

RESOURCES: Local Mental Wellness Resources



Ellie Mental Health - <https://elliementalhealth.com/>

Heartland Behavioral - <https://heartlandbehavioral.com/>

Cottonwood Springs Changes -
<https://cottonwoodsprings.com/locations/olathe-ks-west/>

Children's Mercy + Camber - <https://cmcmmentalhealth.org>.

ReDiscover <https://www.rediscovermh.org/> - might be able to help find services and offer different types of therapy.

Abundant Life They also have an organization that helps pay for therapy.
<https://livingproof.co/resources/abundant-life-counseling-center/>

The Fountain Fund is a new group that started accepting their first applicants to help with financial services.
<https://www.facebook.com/thefountainkc>

Marillac Campus
<https://www.kansashealthsystem.com/locations/Marillac-Campus-Overland-Park-KS>

Specialized behavioral healthcare services for children and adolescents

<https://www.universityhealthkc.org/services/behavioral-health/counseling/>
They might provide free services to Jackson County residents

Important Note

These national resources are provided as general support and education tools. They are not a substitute for professional medical or mental health care.

For legal, medical, or emergency situations, please consult qualified professionals or local emergency services.

RESOURCES: National Mental Wellness Resources



988 Suicide & Crisis Lifeline

Call or text 988 | Chat via 988lifeline.org
Free, confidential, 24/7 support for individuals in distress and those supporting them.

Emergency Services

Call 911 if there is immediate danger.

Teen Line

teenline.org

Peer support for teens by teens, with resources and crisis guidance.

The Trevor Project

thetrevorproject.org

Crisis intervention and suicide prevention services for LGBTQ+ youth.

Society for the Prevention of Teen Suicide

sptsusa.org

Educational resources for teens, parents, and educators.

Psychology Today – Therapist Directory

psychologytoday.com

Search for therapists by location, specialty, and insurance.

Mental Health America (MHA)

mhanational.org

Screening tools, educational materials, and advocacy resources.

For legal, medical, or emergency situations, please consult qualified professionals or local emergency services.

American Foundation for Suicide Prevention (AFSP)

afsp.org

Education, advocacy, and support resources for families and communities.

National Alliance on Mental Illness (NAMI)

nami.org

Education, peer support, and advocacy for individuals and families affected by mental illness.

Jed Foundation

jedfoundation.org

Resources focused on protecting emotional health and preventing suicide in teens and young adults.

Substance Abuse and Mental Health Services Administration (SAMHSA)

samhsa.gov

National mental health resources, prevention tools, and treatment locators.

SAMHSA Treatment Locator

findtreatment.gov

Find mental health and substance use treatment services nationwide.

Important Note

These national resources are provided as general support and education tools. They are not a substitute for professional medical or mental health care.

501c3: A Simplified Checklist to Starting a NonProfit



Not every You Matter Initiative needs to become a nonprofit. This guide is here if and when that step makes sense for your community.

Clarify the Foundation

- Define your mission and purpose (1–2 clear sentences)
- Choose a name and confirm it's available in your state
- Identify the community need you're addressing

Build Your Leadership Team

- Recruit a small, committed board (3–7 people)
- Assign basic roles (President, Treasurer, Secretary)
- Agree on values, expectations, and decision-making

Legal Formation (State Level)

- File Articles of Incorporation with your state
- Create basic bylaws
- Obtain an EIN from the IRS

Financial Basics

- Open a bank account
- Set up simple bookkeeping (spreadsheet or software)
- Establish financial controls (who approves spending)

Federal Nonprofit Status (When Ready)

- Decide which IRS form applies (1023 or 1023-EZ)
- Prepare required documents
- Submit application and track approval

Insurance & Compliance

- Consider general liability insurance
- Understand annual reporting requirements
- Keep records organized and accessible

Funding & Sustainability

- Identify donation options (individuals, businesses, events)
- Explore grants when capacity allows
- Track in-kind donations and community support

Visibility & Outreach

- Create basic branding (logo, colors, messaging)
- Set up social media or a simple website
- Share your story consistently

Another Option: Consider a Fiscal Sponsor

If you're not ready to form a nonprofit, a fiscal sponsor or nonprofit partner can help you accept larger donations while you build capacity.

Remember:

Nonprofit status is a tool, not a requirement for impact.

For detailed legal or tax guidance on forming a 501(c)(3): consult local municipalities, an attorney, or a qualified tax professional to ensure compliance with state and federal requirements.

Branding & Content Templates: Simple tools. Flexible design. Made to support your community.



To make things easier, we've created a set of free Canva templates you can use, customize, and make your own.

These templates include:

- Simple branding layouts
- Letterhead and outreach letters
- Social media graphics
- Flyers and handouts

You don't need design experience to use them.

How the Template Link Works

The link included in this Toolkit opens a copy of the templates in Canva. Once opened, you can:

- Change colors and text
- Add your group name and logo
- Duplicate pages as needed
- Download or share your designs
- Edits you make will not affect the original files.

Getting Started

- Click the template link
- Sign in to Canva (free account works great)
- Make a copy and start customizing

These templates are meant to save you time – not add another task. Use what you need, skip what you don't, and adjust as your group grows. :)

[CLICK HERE TO OPEN CANVA TEMPLATE LINK](#)

JOIN THE COMMUNITY:

You Don't Have To Do This Alone



About the Community

This group is a supportive space for community leaders, parents, educators, and caring adults who are using - or considering using - the You Matter Toolkit to bring mental wellness and suicide prevention awareness to their communities.

How We'll Connect

The You Matter Toolkit Community is a private Facebook community where members can:

- Ask questions
- Share ideas
- Learn what's working in other communities
- Feel supported along the way
- Learn from real community experience

Whether you're just starting with a small idea or exploring something bigger, this space is for you.

[Join the community here.](#)

Together, small acts can lead to big impact.

AMAZON: A Few of Our Most Used Items



Yard Signs

One of our favorite activities is to place yard signs around town with handwritten uplifting messages.

[Blank White Yard Signs with Stakes](#)

[Sharpie Chisel Tip Markers](#)

You Matter Day Giveaways

Once a month, we host You Matter Archie Day. Our volunteers greet our students as they enter school. Each month, we give students a different token as a reminder they are loved, cared for, supported and heard.

[Retro Pencils with positive messages](#)

FAQ

Who is this Toolkit for?

The You Matter Toolkit is for anyone who wants to support youth mental wellness: parents, educators, school staff, community leaders, faith-based organizations, and caring adults.

Is the Toolkit free?

Yes. The You Matter Toolkit is a free resource created to remove barriers and help communities take action.

Do I need to start a nonprofit to use this Toolkit?

No. Many You Matter initiatives begin with small, meaningful actions such as awareness days, kindness projects, or community events. Nonprofit status is optional.

Can I use parts of the Toolkit without starting a full initiative?

Absolutely. You can use individual ideas, checklists, or resources without launching a formal You Matter group.

Is this only for schools?

No. While schools are an important audience, the Toolkit is also designed for community organizations, faith-based groups, youth programs, and families.

Does You Matter Archie provide counseling or crisis services?

No. You Matter Archie does not provide clinical services. The Toolkit includes trusted local and national resources for professional support.

What should I do if someone is in immediate crisis?

Call 911 if there is immediate danger. For 24/7 support, call or text the 988 Suicide & Crisis Lifeline.

Can we customize You Matter for our community?

Yes. Communities are encouraged to adapt the framework to reflect local needs, values, and resources.

Who do I contact with questions?

Contact information is provided within the Toolkit for follow-up, questions, and feedback.

Important Note

The You Matter Toolkit is an educational resource and is not a substitute for professional medical, mental health, or legal advice

