



VARSITY // BRANDS

THE COLLECTIVE

STUDENT EMPOWERMENT MONTH



Erika's Lighthouse®

Teen Empowerment
Awareness into Action Activities
Positivity Promoter

Free Smiles



FREE SMILES CAMPAIGN

GREAT GOAL [QUICK-START GUIDE](#)

PLAN, DO, STUDY, GROW LEADERSHIP CYCLE

Use this quick-start guide to inspire and empower your students to plan, do, study, and grow. This guide will launch student planning.

For more student leadership resources visit BelieveInYou.com.

For more mental health awareness projects like this one visit ErikasLighthouse.org.



Erika's Lighthouse
A Beacon of Hope for Adolescent Depression®

BELIEVEINYOU.COM

Sample GREAT Goal outline to help you run a Free Smiles Campaign for Mental Health Awareness Month.



Goal
Name

Host school-wide Free Smiles Campaign for Mental Health Awareness Month in May.



Reason
for the Goal

This contest will give students, faculty and staff a fun and easy way to **break the stigma**, promote positivity and build connections on campus.



Efforts
Required

- Select key dates for contest (guidelines and smiles days announced)
 - Create contest announcements (posters, morning announcements, classroom announcements)
 - Purchase yellow sticky notes for participating classrooms (*use these instructions from Erika's Lighthouse: [LINK TO FREE SMILES TEMPLATE](#)*)
 - Run the Free Smiles Campaign in the month of May.
-



Accountability
Team

- List student leadership team:
 - List faculty / staff advisors:
 - List key contacts needed to get tasks done:
-



Timeline
for Results

Add Dates Below (Working Backwards)

- Run the Free Smiles Campaign:
- Distribute Yellow Sticky Notes (and markers):
- Purchase/Secure Yellow Sticky Notes::
- Campaign and campaign guidelines are announced:
- Accountability Team is identified and commits:

Blank GREAT Goal worksheet to help you create your own
Free Smiles Campaign.



Goal
Name



Reason
for the Goal



Efforts
Required



Accountability
Team



Timeline
for Results