



**A Virtual Mental Health Conference  
Led by Those Who Have Lived Experience**



[www.voicesofhope.us](http://www.voicesofhope.us)

# ABOUT US





# WHO WE ARE

Beginning in 2009, Fresh Hope for Mental Health provides faith based, peer support that is based upon proven clinical research as a bridge to hope, for those suffering from a mental health diagnosis as well as for their loved ones.

We do so through Support Groups, Hope Coaching, Resources and a Learning Community.



We also equip faith leaders and their communities in establishing effective hope-filled mental health ministries.

# ABOUT "VOICES OF HOPE"

- A Virtual Conference presented by Fresh Hope for Mental Health
- The first conference ever where peers encourage peers and pass on HOPE to one another!!!
- +40 Speakers
- 12 Hours for Free
- USA
- 500+ Attendees
- 1 Year Long Access Pass Available to watch on demand
- Social Events and Contests







Healthcare  
& Pharmaceutical  
Awards



# Fresh Hope

Most Dedicated International Mental Health Peer Support Organization 2022

You can read more about this achievement at the following link:

[www.ghp-news.com/winners/fresh-hope](http://www.ghp-news.com/winners/fresh-hope)

Global Health & Pharma Magazine looks to keep readers and web users updated with the latest innovations and advancements within the pharmaceutical and healthcare industries.

ghp Global  
Health  
& Pharma



**CONNECT WITH  
DECISION MAKERS  
BOTH AT HOME AND  
AT CHURCH**

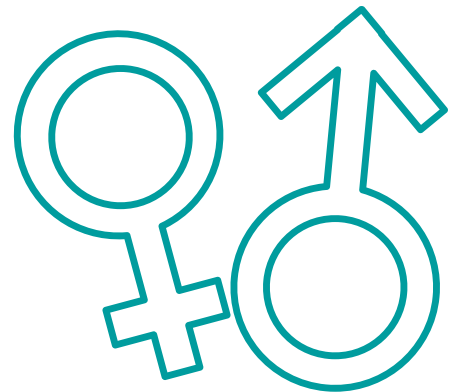


# ABOUT OUR AUDIENCE



## Average Age

56



## Gender

- Men: 30%
- Women: 70%



## Employment

Professional



## Income

\$75K-\$100K



## Education

- Highschool: 47%
- College: 36%
- Masters: 17%



# IN THE NEXT 18 MONTHS, THEY ARE VERY LIKELY TO...

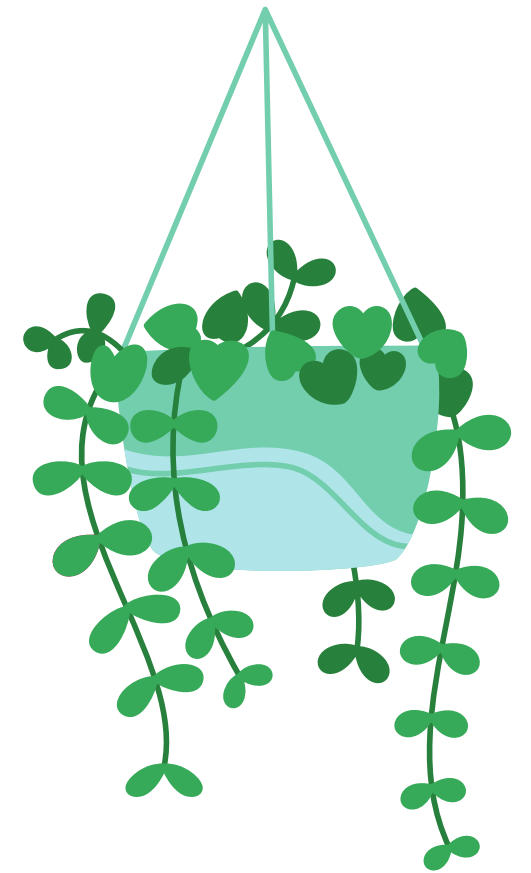
- Visit a Sporting Good Retailer
- Travel
- Purchase television or other major consumer electronics
- Buy a car
- Search for a psychologist or psychiatrist
- Switch cable, phone or internet service providers
- Organize a Ministry Conference



# IN THE LAST 6 MONTHS, THEY HAVE PARTICIPATED IN THESE HOBBIES;



- Exercise
- Gardening
- Baking
- Attending a Worship Concert
- Travel
- Arts and Crafts
- Watching Sports
- Going to the Movies



# OUR AUDIENCE IS RESPONSIVE



**34.80%** Email Open Rate

Over **78%** of our audience responded that If a company sponsors Voices of Hope/Fresh Hope they are more likely to consider their product/service for future purchases



Not only does our audience want to hear from us but they want to know who we are working with (companies just like yours)



**LET ME INTRODUCE YOU TO...**



[www.voicesofhope.us](http://www.voicesofhope.us)

# MATTHEW

## A CHRISTIAN LAWYER WITH A MENTAL HEALTH DIAGNOSIS LOOKING FOR SUPPORT



- 44 years old
- Married
- Completed Graduate School, Houston, TX
- 1 Child
- Income: \$150,000

### MOTIVATIONS

- Support to help him live a full and rich life in spite of a mental health diagnosis
- No costs or fees to participate
- Safe, accepting peer to peer Christian fellowship

### FRUSTRATIONS

- Finding the right doctors and counselors
- The symptoms of his diagnosis
- Stigma makes him feel lonely and misunderstood

### WANTS

- Connections and friends
- Resources
- Fun, relaxing activities

# SERENA

A TEACHER WHO IS A LOVED ONE TO A PERSON WITH  
A MENTAL HEALTH DIAGNOSIS LOOKING FOR SUPPORT



- 50 years old
- Married
- Completed College, Omaha, NE
- 1 Child
- Income: \$75,000

## MOTIVATIONS

- Information and support as she reaches out to support her loved one in living well in spite of a mental health diagnosis
- No costs or fees to participate
- Safe, accepting peer to peer Christian fellowship
- 1 on 1 sessions with a Hope Coach

## FRUSTRATIONS

- Not knowing when to “push” her loved one and when to “step back”
- Feeling tired
- Stigma makes her feel lonely and misunderstood

## WANTS

- Connections and friends
- Resources like videos
- Fun, relaxing activities
- Time for herself



# JOE

## A CHURCH LEADER WITH AWARENESS FOR MENTAL HEALTH



- 57 years old
- Income: \$115,000
- Completed Graduate School, Bakersfield, California
- Married

### MOTIVATIONS

- Receive training on how to help people within his congregations who have a mental health diagnosis
- No costs or fees to participate
- Faith-based as well as based on clinical research on how hope works

### FRUSTRATIONS

- Balancing time to meet all the needs in the church
- Gathering people for in person events after the COVID-19 Crisis
- Some members' stigma and lack of information regarding mental health
- His own stress and burnout levels as he does ministry and is “strong” for others

### WANTS

- Connections and friends
- Resources
- Fun, relaxing activities
- Christian Professionals for referrals

# **DIGITAL AND MEDIA PRESENCE**





# DIGITAL PRESENCE

- **15K+** Social Media Followers
- **8K+** Email Subscribers
- **31K+** Web visitors in the last year
- **97K** Podcast Downloads
- **17K** Blog Followers





# MEDIA PARTNERSHIPS

- 40+ Speakers will share about the conference on their Social Media, including **Kay Warren**, with 899K followers on Facebook and 41.1K followers on Instagram.

-  **CHARISMA MAGAZINE** — 200K Impressions  
Empowering believers for life in the Spirit.

-  **OUTREACH MEDIA GROUP** — 40K Impressions  
Reach Church Leaders and Faith-Based Consumers





# **CASE STUDIES AND ACTIVATION IDEAS**





# SCAVENGER HUNT COMPETITION

- Fun competition amongst conference attendees who must find certain items within the virtual building in order to win.
- A chance for attendees to relax and have fun between sessions in a fun and competitive environment
- Engage with the audience through prizes, email capture, and social media





# CONFERENCE PARTICIPANT'S GIFT BOX

- Create unforgettable surprises, generate excitement, and connect with our audience through a conference welcome gift kit!
- Provide samples of your latest products, banded items and more! Who doesn't like to receive items in the mail?
- Email capture, sampling, and lead generation are all part of this activation. Tell us about your goals and let's make it happen.





# BOOK AUTHOR SPONSORSHIP

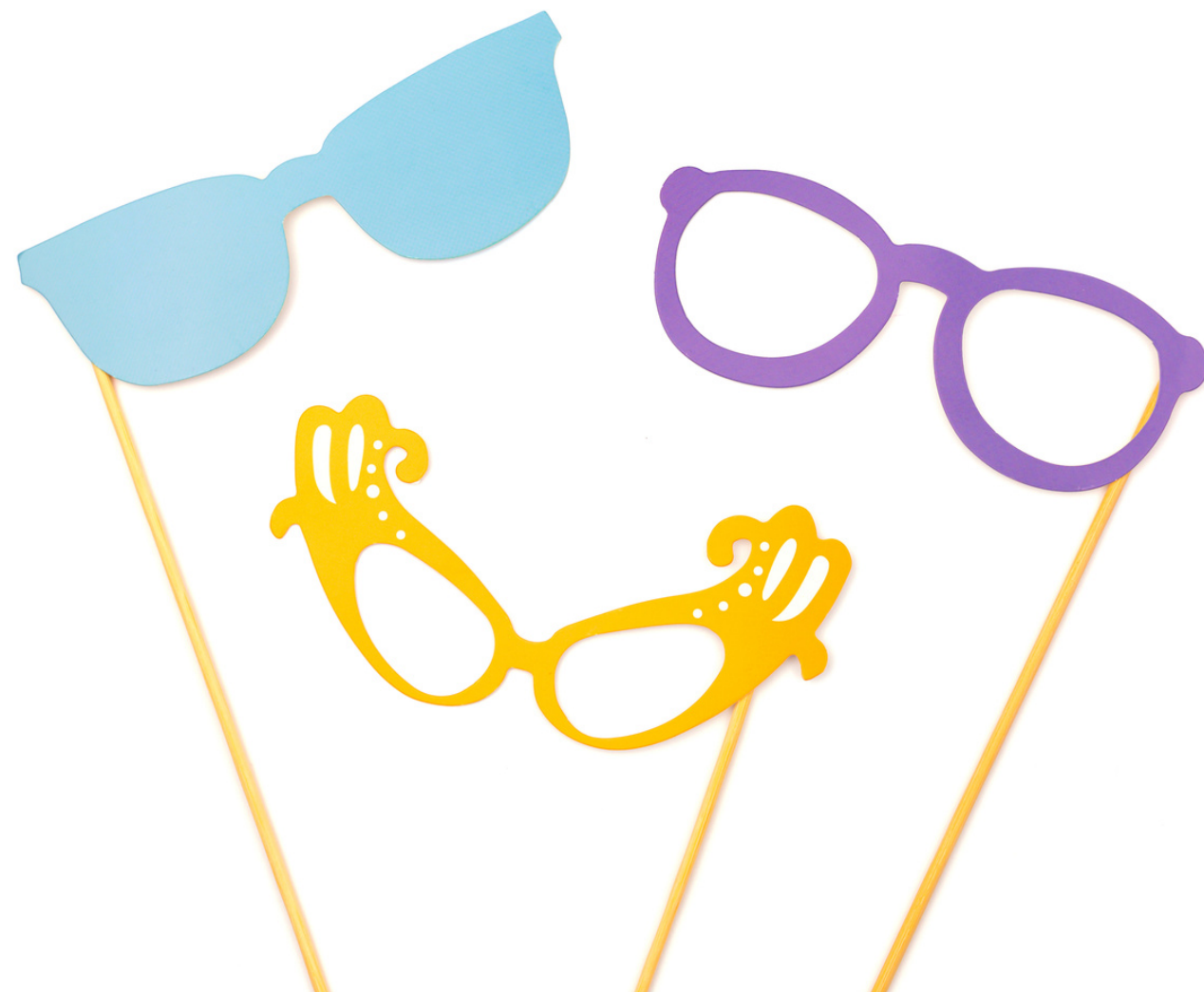
- Looking to speaking directly to church and ministry leadership decision makers?
- Live conference presenting sponsors get the opportunity to speak prior to our one hour live conference
- Lead generation, brand awareness, engagement are all part of this activation





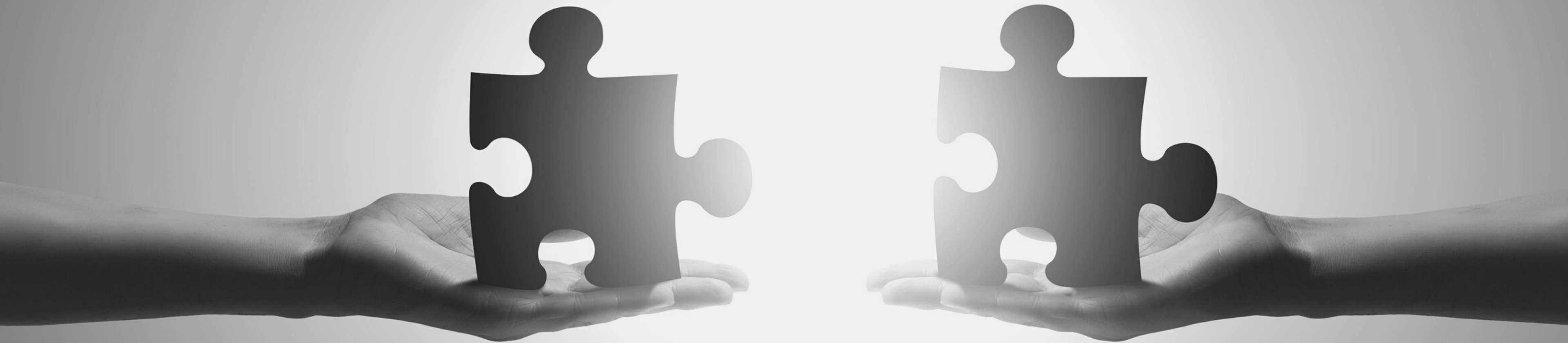
# PRESENTING PHOTO BOOTH SPONSOR

Give the attendees something to make the conference memorable by using the Virtual Conference's Ability to allow participants to take their photo with a variety of fun filters!





# HOW WE WORK WITH OUR PARTNERS





# SOME OF THE WAYS WE CAN WORK TOGETHER

We offer a variety of assets and activations.

***For example:***

- Presenting Opportunities
- Virtual Activations
- Brand Recognition
- Advertising
- Sampling

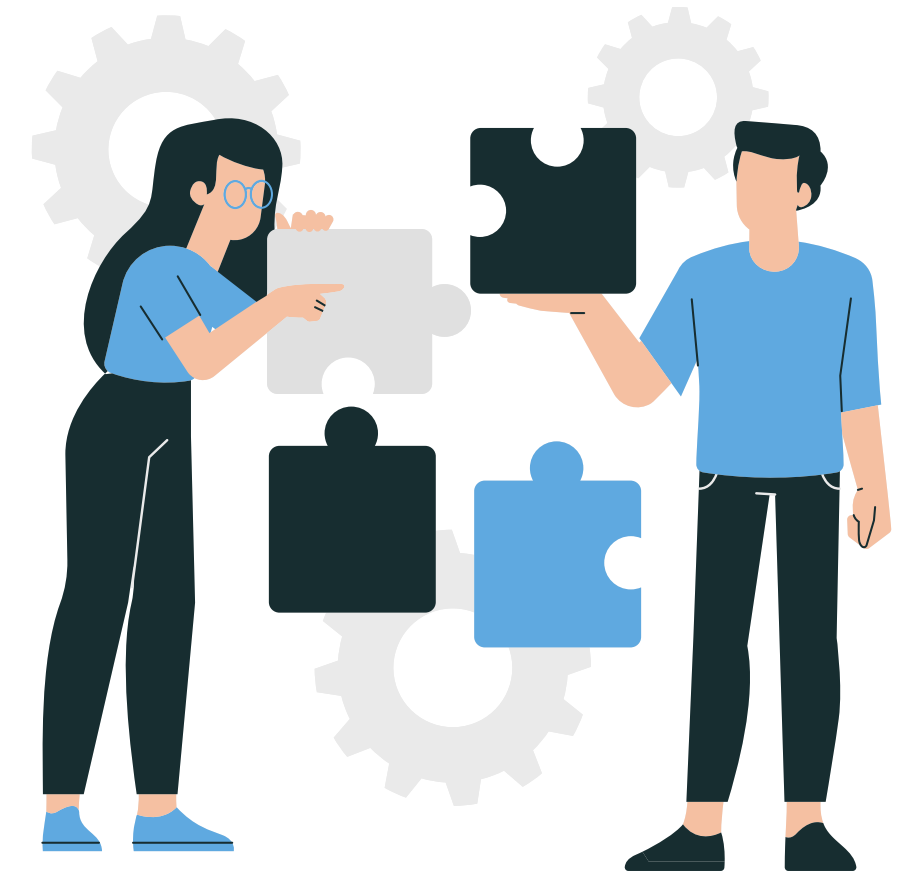
In other words, we want to hear about your goals and then build something just for you and your budget.

# ALL OF OUR SPONSORS RECEIVE

All of our sponsors receive the following benefits as a starting point:

- Exhibiting Opportunities
- Sample and Coupons Opportunities
- Social Media Promotion
- Opportunity to provide Flyers and Company Information
- Logo and Link Placement on Website and Eblast

What are we missing? — **That's for you to decide!**



# LET'S START A CONVERSATION

We're excited to hear about your sales and yearly goals for your organization, and how we can help you in achieving them.





# CONTACT INFO



**Samantha Karraa**

Head of Corporate Partnerships



[samantha@freshhope.us](mailto:samantha@freshhope.us)



+1 (402) 241-8661

**GET IN TOUCH!**



[www.voicesofhope.us](http://www.voicesofhope.us)