

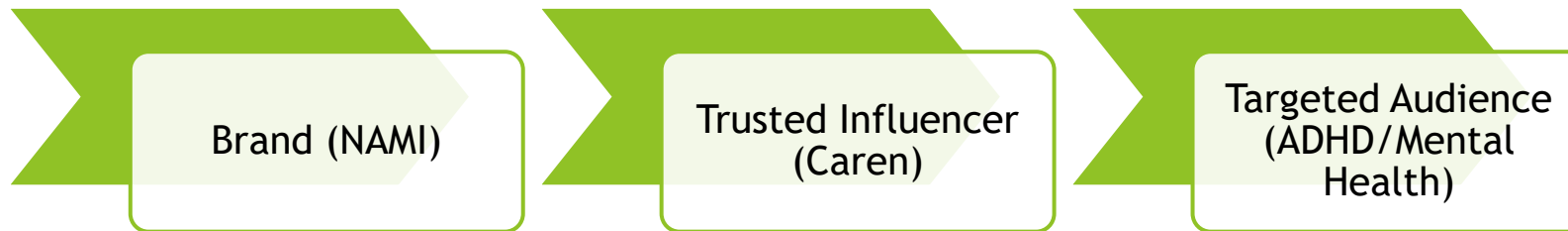


Beyond Awareness: A Partnership for Real Support

How NAMI Can Leverage Influencer Marketing to Reach the ADHD & Mental Health Community's

What is Influencer Marketing

- ▶ It is a partnership with **trusted, niche creators** who have built a loyal and engaged community.
- ▶ The goal is not celebrity endorsement, but **authenticity and trust**.
- ▶ Audiences trust creator recommendations far more than traditional ads—it feels like a personal recommendation from a friend.
- ▶ This strategy is most effective with "**micro-influencers**" who have a specific, highly-engaged audience.



How NAMI Can Benefit

- ▶ **Break Stigma:** Use a trusted, authentic voice to normalize the act of seeking help.
- ▶ **Reach Targeted Audiences:** Connect *directly* with the adult ADHD community—a specific group that is actively seeking support and resources.
- ▶ **Drive Meaningful Action:** Go beyond simple "awareness" and guide people to NAMI's *specific* programs, like support groups and educational resources.
- ▶ **Build Authentic Credibility:** Leverage the trust that a creator has already built. A recommendation from Caren feels like a tip from a friend, not an advertisement.



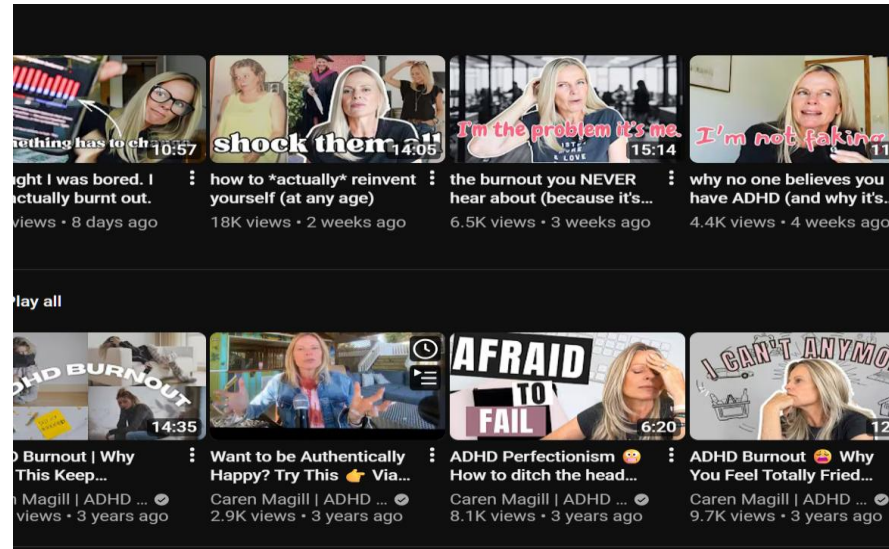
Our Proposed Influencer: Caren Magill



- ▶ **Who:** Caren Magill, MA
- ▶ **Role:** ADHD Coach + Multipotentialite
- ▶ **Platform:** YouTube (Primary)
- ▶ **Audience:** 138K Subscribers
- ▶ **Niche:** Practical, brain-friendly strategies for high-functioning adults with late-diagnosed ADHD.

Why Caren? Part 1: Her Audience & Authority

- ▶ **She is a Trusted Expert:** Caren isn't just a vlogger; she is a certified professional with a Master's Degree in Psychology.
- ▶ **Her Audience is Engaged:** Her 138K subscribers are not passive. They are actively seeking solutions for burnout, perfectionism, and "feeling stuck."
- ▶ **She Speaks Their Language:** Her video titles ("ADHD Burnout," "Stuck in ADHD Chaos") prove she is having the *exact* conversation NAMI needs to join.



Caren Magill | ADHD Coach + Multipotentialite

Description

I'm an ADHD coach with a mind that works faster than a quick-dry nail polish. I have figured out how to master my ADHD brain through LOTS of inner work, external structure and getting real about who I am, and what I'm here to do, and I get a thrill out of helping other women like me, do the same.

Whether you have ADHD or you're just a little "ADD-ish", the end result is the same - not enough focus and way too many plates spinning in the air. I've spent a lifetime collecting tools and strategies for coping with my own focus and follow-through issues, and I share them all here. From wellness & entrepreneurship to minimizing and simplifying your work and life, I cover it all through the lens of thriving with ADHD.

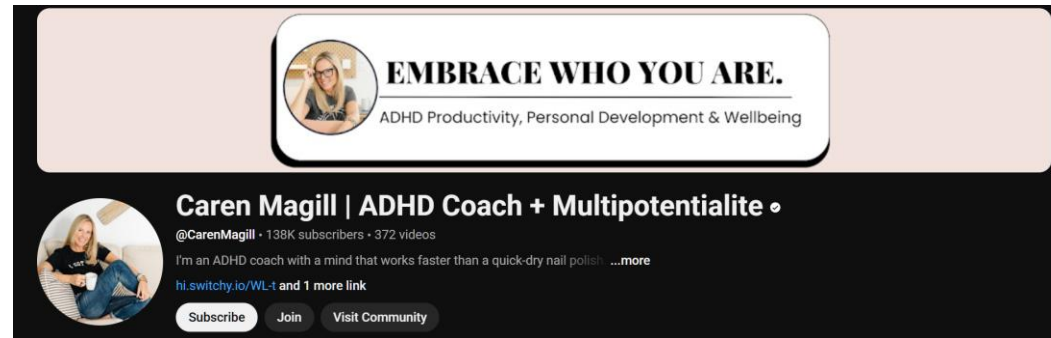
Want more ADHD-specific help? Visit: <https://itsadhdfriendly.com>

Links

Let's Connect!

Why Caren? Part 2: The Content Integration

- ▶ **Perfect Mission Alignment:**
- ▶ Her mission is "helping others to master their ADHD brain." NAMI's mission is to provide the support and resources to do just that.
- ▶ **The Call to Action:**
- ▶ A spoken recommendation in the video.
- ▶ A custom link in her video description (e.g., NAMI.org/caren) to a dedicated page with NAMI's ADHD-specific resources.
- ▶ **Content Idea: A Dedicated YouTube Video**
- ▶ **Title:** "My Top 5 *FREE* Resources for Managing ADHD"
- ▶ **NAMI Feature:** She could highlight NAMI's free, peer-led support groups (for individuals) and the "Family-to-Family" program (for their loved ones).



An Authentic Partnership for Real Support

- ▶ **THE GOAL:** To connect with the adult ADHD community with a trusted message of hope and support.
- ▶ **THE PARTNER:** Caren Magill, a certified coach and authentic voice with a loyal audience of 138,000 subscribers.
- ▶ **THE ACTION:** A dedicated YouTube video that drives her engaged viewers directly to NAMI's free, life-changing support groups and family resources.



Thank You

