

Welcome

Hello!

Thank you for spreading the word about Crisis Text Line at your school! I'm thrilled that more students will be aware of our service, and that they'll feel empowered to use it when they need it.

I've included the following materials for you to use in your efforts!

Approved versions
of logo

Flyer

Sticker template

"What Can You Do?"
Handout for students,
parents, and
administrators

Case studies on
successful school
marketing

One-pager
on marketing
best practices

Shareable social
images including
"Crisis Pro Tips"

I'm available at jared@crisistextline.org for any questions you have along the way, to offer pointers as you bring Crisis Text Line to your school, and to take suggestions for future additions to the toolkit!

Best wishes,

Jared Wolf
Media Manager
Crisis Text Line

**In Crisis?
Text HELLO to 741741**

CRISIS TEXT LINE |

Free, 24/7, Confidential

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Web-Based Marketing

- **Press Release.** Send an school-wide announcement and press release to local news publications (LA times, SF Chronicle, and more) to raise awareness of this new tool on campus.
- **Website.** Feature it prominently on your university website and mental health resources page. [NEDA](#) is a great example (on their homepage scroller).
- **Social Media.** Short, relatable, catchy phrase + a photo = highly engaging.
- **Listserves & Email Newsletters.** Campus groups, greek life, student housing groups. Blast out the resource to these groups to gain attention.
- **Volunteer Promotion in Online Portals.** Add Crisis Text Line's opportunity to become a Crisis Counselor to your campuses' volunteer website and/or online jobs portal.
- **Publications.** Publicize in student publications, blogs, and alumni magazines through articles on the resource, interesting crisis trends data and/or a profile of a volunteer Crisis Counselor at the university; utilize recurring ad space to promote the resource/volunteer opportunity.
- **Emergency Protocol.** Any messaging that goes out to students in the event of emergency or crisis (campus death, sexual assault, natural disaster, etc) should include a one-liner about reaching out to Crisis Text Line for support

On-the-Ground Marketing

- **Student IDs.** Include your keyword + 741741 on the back of student IDs.
- **Freshman Orientation.** Include a one-pager on Crisis Text Line's resource during freshman orientation. Ask all students to take out their phones and enter 741741 into their address book.
- **Resident Advisor Training.** Include one-pager in RA training and make sure RA's have the number in their phone and a stack of cards with the number on it.

- **Campus Clubs.** Activate relevant campus groups (student government, peer resource groups, mental health clubs) to be Crisis Text Line ambassadors and raise awareness through flyering, holding events, and more.
 - **Stickers, flyers, and buttons.** Print still matters. You can use this [texter flyer](#) and this [volunteer flyer](#). Or, make your own! Host a poster-design competition! Post them in:
 - Counseling offices, student center, health center, libraries
 - Bathrooms
 - Whiteboards
 - Classroom door
 - Dorm rooms
 - Laptops
 - **Swag.** Lanyards given out at freshman orientation? Wristbands for students? Add your keyword and 741741 on them!
 - **Outdoor Ads.** Do you have access to transit ads or outdoor ads on campus? Promote the number! Make 'em big and bold.
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WHAT SCHOOL ADMINISTRATORS CAN DO

Flyers

In the school counselor/principal/nurse and coaches' offices. Posted in every classroom.

Webpage

Update your school's counseling or student wellness webpage to include 'Text HELLO to 741741'

Student IDs

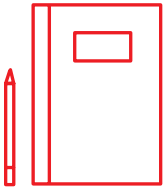
Advertise this resource on the back of student IDs.

Bathrooms

Post stickers with resource in every bathroom stall.

Assemblies

At an upcoming student assembly or PTSA night, have people take out their phones and enter 741741 to their contacts.



WHAT STUDENTS CAN DO

Chalk Campaign

Write the number on sidewalks, in the parking lot, and on whiteboards in classrooms...every week.

Campus Clubs & Publications

Activate student groups to spread the word. Write an article about Crisis Text Line and the data at crisistrends.org in the school newspaper. Create a recurring ad in the newspaper promoting the resource.

Announcements

Include 741741 or Crisis Text Line's PSA video on morning video announcements.

Social Media

Post on Twitter, Tumblr, and Facebook so that your friends know where to turn in crisis: Text HELLO to 741741!



WHAT PARENTS CAN DO

Your Community

Be an advocate at your kid's school. Share this flyer with school leaders. Table at farmers markets and community events.

Share 741741 with Your Kids

Tell them about it. Maybe even just subtly put a flyer on the fridge.

Other Parents

Email friends. Post on Facebook. Spread the word to other parents.

Volunteer

Become a volunteer Crisis Counselor. We promise you will feel the impact you are making every single shift. Best of all, you can do it from your couch! Visit crisistextline.org/volunteer.

Free, 24/7, confidential crisis support by text

A SIMPLE RESOURCE FOR A MASSIVE PROBLEM

The Problem: 65 million Americans suffer from mental illness each year. They quietly struggle with depression, anxiety, eating disorders, bullying, suicidal thoughts, and more.

A Simple Resource: Crisis Text Line provides free, 24/7 support for people in crisis, via text.

HOW IT WORKS

Step 1:

Text 741741

Step 2:

A trained Crisis Counselor will respond (83% in under 5 minutes.)

Step 3:

Crisis Counselor will help bring texter from hot to cool moment and plan for future health and safety.

WHO RESPONDS TO TEXTERS?

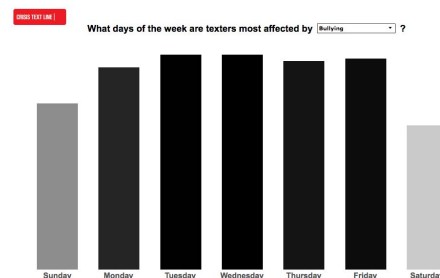
Algorithm. The system reviews for severity. Imminent risk texters are taken first.

Crisis Counselors. These are people over the age of 18 who apply, go through a background check, are accepted, and complete 34 hour training including role plays and observations.

Supervisors. These are full-time paid staff who have a Masters degree in mental health or a related field.

DATA TO IMPROVE THE WORLD

We use data to make us better--and to improve communities. Imagine the impact this large data set could have on police departments, school boards, policy makers, hospitals, families, journalists and academics. Visit crisistrends.org to learn more.



GET INVOLVED

Visit our website at crisistextline.org to learn more about us and get involved as a volunteer Crisis Counselor.

In crisis? Text HELLO to 741741

CRISIS TEXT LINE |

Volunteer with Crisis Text Line

Crisis Text Line provides free, nationwide, 24/7 support for people in crisis. All via text message. Volunteer Crisis Counselors are superheroes with laptops instead of capes.

65 million Americans suffer from mental illness each year. They quietly struggle with depression, anxiety, eating disorders, bullying, suicidal thoughts, and more. The need is huge...so is your potential for impact.

HOW DO YOU BECOME A CRISIS COUNSELOR?

Step 1:

Fill out the 30-minute application
(find it here: crisistextline.org/volunteer)

Step 2:

Consent to a background check

Step 3:

Complete the 34-hour web-based training

Step 4:

Take your first shift and start changing lives! You will commit to volunteer 4 hours a week for one year. Volunteering can be done in 2 hour increments.

THE PERKS

Learn skills. In 34 hours, you'll walk away knowing active listening, collaborative problem solving, and crisis management. (These are skills that will help in your personal relationships too!)

Train from anywhere. In your PJs. In a coffee shop. Whatever.

Oooh, impressive! Our Crisis Counselors highlight the training on their resumes when interviewing for jobs, applying to grad school, and building out their LinkedIn profile.

Feel supported. This is a community. We support each other. We are a big awesome family.

WHAT ARE OTHERS SAYING?

"I volunteer for Crisis Text Line because practicing empathy and reflective listening makes me a better friend, partner, and employee." -Monika Lind, student

"The great conversations leave you warm and fuzzy - those are good for the soul. The hard conversations require patience and fortitude - those are good for the spirit." -Ellen Kaster, consultant

READY TO VOLUNTEER

Apply here: crisistextline.org/volunteer

Questions? Email: support@crisistextline.org / **In crisis?** Text HELLO to 741741

CRISIS TEXT LINE |

Crisis Pro Tips

Your toolkit includes five of our favorite Crisis Pro Tips, pulled directly from our training. These pre-formatted tips are great for spreading the word about Crisis Text Line.

Ideas for Using the Crisis Pro Tips

Social Media Posts: Pre-formatted posts for use on social media

- Create a weekly hashtag series using both our Crisis Pro Tips, and add your own!
- Want to engage your school? Create a whiteboard campaign where students pose with their favorite crisis pro tips and/or coping strategies
- Hashtags:
 - #CrisisProTips
 - #WednesdayWisdom
 - #ThursdayThoughts

Flyers: These tips also make great flyers; after seeing the tips, students will be curious to learn more.

- Ask your school's wellness/counseling or other student safe spaces to post these tips as flyers.

QUICK STATS

81 conversations with FL keyword

90% awareness of the service within the school district, according to a survey

Case Study

JP Taravella High School

+ Crisis Text Line

THE PROBLEM

Awareness of Crisis Text Line at Broward County School District in Florida, the fifth-largest in the nation, was low. High schools across the country are facing the often-tragic consequences of students not knowing how to deal with mental health issues. In Broward County specifically, a call-based mental health hotline called “Silence Hurts” was discontinued in 2011, and was not replaced.

IMPACT

Reach of the school partnership is 120,000 students, with potential to reach 1.7 million people in Broward County.

Educators, firefighters, and police officers in the community have been trained as Crisis Text Line Crisis Counselors.

First Place in DECA state competition for marketing efforts

QUOTE

“I just wanted to let you know that I was so impressed by Crisis Text Line and [JP Taravella DECA’s] efforts to have it accessible to our students, that I applied to be a Crisis Counselor.”

— CYNTHIA MACEDA, ENGLISH TEACHER IN BROWARD COUNTY

MARKETING TACTICS

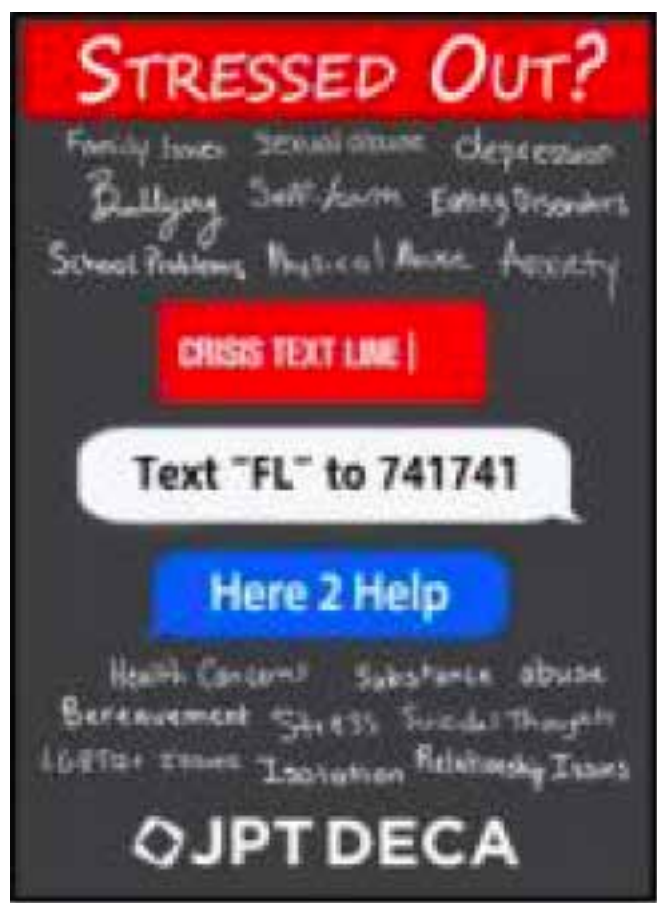
Assemblies encouraging students to save 741741 in their phones.

School media — JPTV, The Chariot, and website

27 permanent posters across campus

“Infoblast”: brief but impactful student-led presentations in classrooms

Added to school IDs



Case Study

University of Alabama + Crisis Text Line

THE PROBLEM

Several University of Alabama students complete suicide each semester. Students report high rates of depression, anxiety, and self-harm, but the capacity of the counseling center poses a challenge to students needing to take the first step toward getting support.

IMPACT

This effort was student- led: the Student Government Association manages the partnership, and created a unique role on their board for it.

This is the first resource available 24/7 to all students, and is helping to make students comfortable with the idea of seeking help.

230 conversations using the BAMA keyword to date

QUOTE

“I think Crisis Text Line partnering with a university is especially important because so many teenagers and young adults use texting as their primary form of communication. Therefore, they may feel more comfortable texting somebody during a difficult time in their life than talking to somebody in person or over the phone, and I think this will make them more likely to seek out help.”

— KELLEY COOPER, DIRECTOR OF THE CRISIS TEXT LINE PARTNERSHIP ON THE UNIVERSITY OF ALABAMA STUDENT GOVERNMENT ASSOCIATION

MARKETING TACTICS

Effective: buttons! Students will gladly take free buttons and pin them to their backpacks - that's cheap evergreen marketing all over campus!

Possibilities are endless: student IDs, syllabi, planners, and online portals can all point to Crisis Text Line

Not so effective: digital displays. Students just don't notice them as they rush to class.

TEXT BAMA TO

741741

if you ever need to talk.

crisis text line

an anonymous service for times of crisis

CRISIS TEXT LINE |

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