

Crisis Text Line Keyword Partnership

Who We Are: A Simple Solution to a Massive Problem

65 million Americans suffer from mental illness each year. They quietly struggle with depression, anxiety, eating disorders, bullying, homophobia, suicidal thoughts, and more. The solution is beautifully simple. We provide effective and secure crisis counseling via a medium they already use and trust: text.

Crisis Text Line is private, familiar, and accessible. Through Crisis Text Line, your community has free access to support at their fingertips, 24/7.

Why We Want To Work With You

Together, we can save lives.

- **A solution.** A free, 24/7 solution for anyone who needs support. We offer trained, compassionate Crisis Counselors through a comfortable and easy-to-use medium of communication.
- **The data.** Cumulative national texter data in one place, under one text line, will help improve the mental health space in myriad ways. We can spot trends and use learnings to take preventative measures.

What's Included

Let us do the heavy lifting.

- **Unique keyword.** We'll give you a unique keyword (i.e. Text WORD to 741741)
- **Guidelines.** We'll give you a best practices marketing guide.
- **Data sets.** We'll provide a data report of all texts with your keyword. Data included below.

What We Ask of You

- **Crisis counselors.** Promote this meaningful opportunity to learn a valuable skill set and volunteer to your community and recruit people to apply. We'll guide them through the application process (and if selected) the training process.
- **Promotion.** Loop in local partners and shout it from the rooftops! However you want to promote our keyword and 741741 is up to you (no need to use our name).
- **Training materials.** Your expertise is welcome! We'd love your team to give us feedback on our crisis counselor training.

Next Steps

- **Decide.** Send 4 keyword options to the Crisis Text Line team for optimization testing.
Keyword selection guidelines:
 - 5 characters or less
 - Does not autocorrect
 - Location or organization specific
 - Positive and uplifting
- **Get ready.** Sign a simple partnership agreement. Plan how you'll be marketing your keyword.

- **Promote.** Upon signing the agreement, we're good to go. Turn on those marketing channels.
- **Learn.** Receive monthly data from Crisis Text Line. Use this data however you please.

Data Reports Overview

Keyword partners will have access to data online (example on next page). Reports will be displayed on a password protected online dashboard similar to crisistrends.org. Once partners reach 200 keyword texts (all time) they will unlock dashboard access. Partners must continue to generate at least 100 conversations per month to continue receiving their report. This is to protect texter anonymity. How keyword partners share their data is up to them.

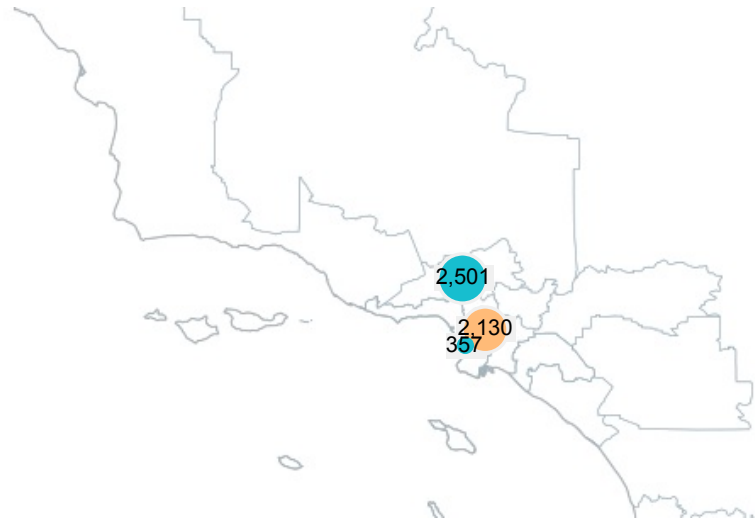
Crisis Text Line Report

Conversations	Texters	Texter Ratings	Active Rescues
4,988	2,076	87%	27

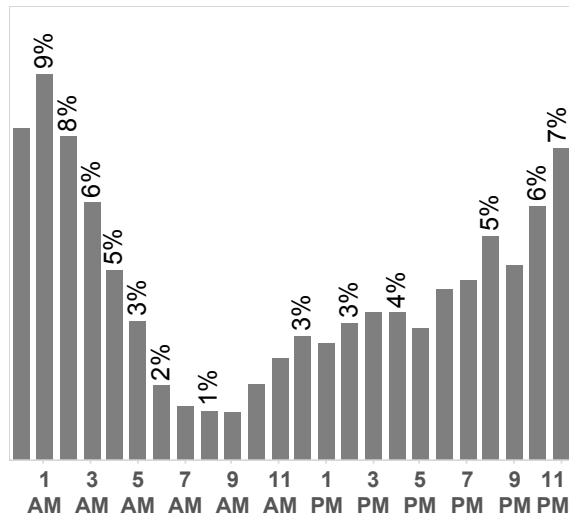
% of Conversations with...

Anger	1.8%
Bereavement	1.6%
Body Image	1.7%
Bullying	2.4%
Depression	21.7%
Family Issues	16.6%
Financial	2.0%
Friend Issues	6.6%
HVFM	0.0%
Helping a Friend	1.7%
Housing	1.1%
Hunger	0.2%
Isolation	6.0%
LGBTQ	1.7%
Medical Concern	1.3%
Mental Illness	2.7%
Other	9.6%
Physical Abuse	3.8%
Romantic	14.0%
Self Harm	8.5%
Sexual Abuse	1.7%
Sexual Health	0.7%
Stress	19.5%
Substance	2.0%
Suicide	14.0%
Work	1.9%

Conversations By Area Code



Conversations By Hour of Day (EST)



By Day of Week

