

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.
- **Listservs & 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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