



VARSITY // BRANDS

# THE COLLECTIVE

STUDENT EMPOWERMENT SUMMIT



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## INSPIRATIONAL STICKER CONTEST



**Erika's Lighthouse**  
A Beacon of Hope for Adolescent Depression®

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GREAT GOAL [QUICK-START GUIDE](#)

[PLAN, DO, STUDY, GROW LEADERSHIP CYCLE](#)

Use this quick-start guide to inspire and empower your students to plan, do, study, and grow. This guide will launch student planning.

For more student leadership resources visit [BelieveInYou.com](http://BelieveInYou.com).

For more mental health awareness projects like this one visit [ErikasLighthouse.org](http://ErikasLighthouse.org).

**BELIEVEINYOU.COM**

Sample GREAT Goal outline to help you run an inspirational sticker contest for Mental Health Awareness Month.

**G**

Goal  
Name

Host an Inspirational Sticker Contest for Mental Health Awareness Month in May.

**R**

Reason  
for the Goal

This contest will give students, faculty and staff a fun way to **break the stigma** around mental health conversations.

**E**

Efforts  
Required

- Select key dates for contest (rules announcement, submission deadline, voting timeline, announcement of winners)
- Create contest announcements (posters, morning announcements, classroom announcements)
- Distribute sticker templates (electronic and/or paper versions)
- Scan and print stickers (or order stickers from a vendor)
- Distribute winning stickers!

**A**

Accountability  
Team

- List student leadership team:
- List faculty / staff advisors:
- List key contacts needed to get tasks done:

**T**

Timeline  
for Results

**Add Dates Below** (Working Backwards)

- Winning stickers are distributed:
- Winning stickers are scanned and printed:
- Entry voting / judging start and end dates:
- Contest submission deadline:
- Sticker templates are distributed with rules:
- Contest is announced:
- Accountability Team is identified and commits:

Blank GREAT Goal worksheet to help you create your own inspirational sticker contest.



Goal  
Name

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Reason  
for the Goal

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Efforts  
Required

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Accountability  
Team

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Timeline  
for Results