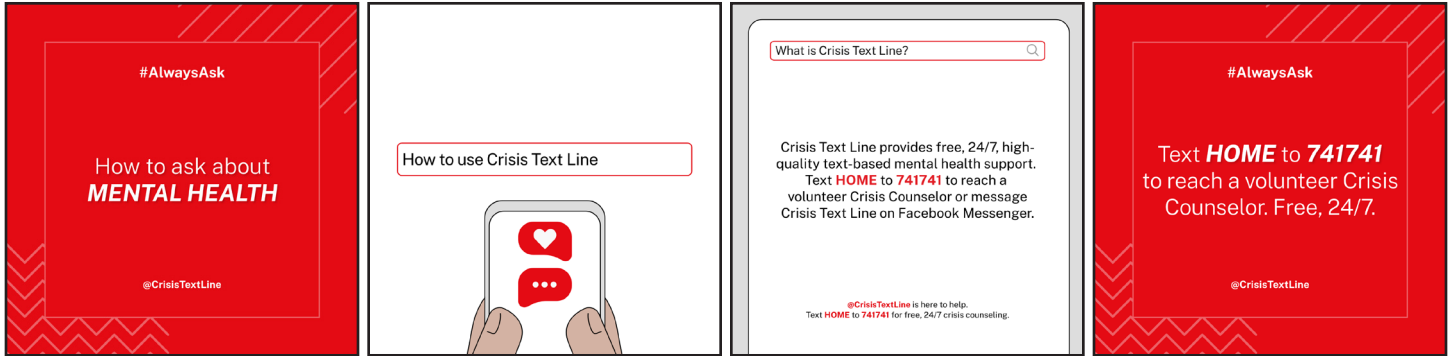


VARSITY // BRANDS

# THE COLLECTIVE

STUDENT EMPOWERMENT SUMMIT



# AWARENESS CAMPAIGN

CRISIS TEXT LINE |

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 information about Crisis Text Line visit – [CrisisTextLine.org](http://CrisisTextLine.org).

# BELIEVEINYOU.COM

Sample GREAT Goal outline to help you run a Crisis Text Line Awareness Campaign during Mental Health Awareness Month.



Goal  
Name

Run a *Crisis Text Line Awareness Campaign* throughout the month of May by creating and hanging awareness posters in strategic locations on campus.

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Reason  
for the Goal

This campaign will help students and adults know more about Crisis Text Line as an important Mental Health Resource. Every person on our campus should have 741741 programmed into their phones.

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Efforts  
Required

- Form a team of students to lead this campaign.
  - Download awareness assets from:  
<https://www.crisistextline.org/spread-the-word/>
  - Use the graphics included in the assets to create eye-catching posters.
  - Print posters before May 1.
  - Hang posters in strategic locations on campus.
- 



Accountability  
Team

- Student organizers:
  - Faculty / staff advisors:
  - Administrators and school counselors:
- 



Timeline  
for Results

**Add Dates Below** (Working Backwards)

- Monitor posters throughout May and replace when needed:
- Hang posters:
- Print posters:
- Get approval to hang posters in strategic locations:
- Choose strategic locations for maximum visibility:
- Download assets and design posters:
- Form a team:

Blank GREAT Goal worksheet to help you create your own  
Crisis Text Line Awareness Campaign.

**G**

Goal  
Name

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**R**

Reason  
for the Goal

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**E**

Efforts  
Required

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**A**

Accountability  
Team

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**T**

Timeline  
for Results