



## 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 BEACON to 741741'

### Student IDs

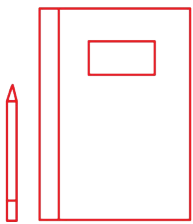
Advertise this resource on the back of student IDs.

### 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

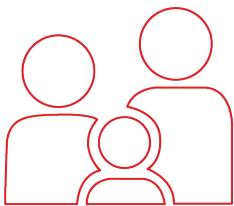
Activate student groups to spread the word. Write an article about Crisis Text Line and the data at [crisistrends.org](http://crisistrends.org) in the school newspaper. Create a recurring ad in the newspaper promoting the resource.

### 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 BEACON 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.

### Other Parents

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

### Share 741741 with Your Kids

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

### 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](http://crisistextline.org/volunteer).