

Campaign Adoption Options

Pilot School

As a pilot school, you'll be on the cutting edge of the "Below the Surface" campaign to raise awareness of the state's Crisis Text Line. You'll also help NAMI and the Design Rangers develop practices and strategies to help the campaign expand, perhaps statewide.

Pilot-school benefits

- **Give** students info about a free, confidential, 24/7 line staffed by professional counselors.
- **Receive** campaign posters, cards and stickers before anyone else — and know they'll always be free.
- **Enjoy** start-to-finish assistance with implementing the campaign in your school.
- **Get help** with the cost of customized environmental graphics or campaign promotions.
- **Have a say** in creating new campaign materials and messages.
- **Receive** regular reports on text-line usage for ZIP codes most relevant to your school, based on state dashboard data.
- **Reach us** anytime with questions, concerns or ideas for enhancing the campaign impact in your school.

Pilot-school expectations

- **Provide** basic demographic information on your student body as requested.
- **Co-facilitate** a school assembly with NAMI/the Design Rangers, at which students learn about the campaign and what it means to be a pilot school.
- **Identify** students who are willing to be involved as focus group members (maybe twice per year) and/or advocates for the text line.
- **Be willing** to test campaign additions, unique graphics, etc.
- **Work with us** if/when we generate media attention, by being willing to share the story of the campaign in your school.
- **Contact us** at text@namicos.org when your supply of posters, cards and/or stickers gets low.

Supporting School

As a supporting school, you will receive refined and tested marketing materials to promote the state's Crisis Text Line among your students.

Supporting-school benefits

- **Give** students info about a free, confidential, 24/7 line staffed by professional counselors.
- **Receive** tried-and-true campaign posters, cards and stickers, knowing that at least the first round of them will be free.
- **Consider** campaign implementation strategies pioneered by our pilot schools and outlined in writing.
- **Reach us** anytime with questions, concerns or ideas for enhancing the campaign impact in your school.

Supporting-school expectations

- **Provide** basic demographic information on your student body as requested.
- **Contact us** at text@namicos.org when your supply of posters, cards and/or stickers gets low.

below the surface.