2022
New York State Crisis Text Line
Marketing Toolkit
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A Simple Resource for a Massive Problem

The problem: 65 million Americans suffer from mental illness each year. They quietly struggle with depression, anxiety, eating disorders, bullying, suicidal thoughts, and more.

The resource: Crisis Text Line provides free, 24/7 support for people in crisis, via text.

Visit www.omh.gov and click on Crisis Prevention for a downloadable Marketing Toolkit

How it Works

Step 1:
Text Got5 to 741741

Step 2:
After receiving an automated response, a trained Crisis Counselor will respond shortly

Step 3:
Crisis Counselor will help bring texter from hot to cool moment and plan for future health and safety.

Three Levels of Support

1. Algorithm
The system reviews for severity. Texters with imminent risk are urgently matched to a Crisis Counselor.

2. Crisis Counselors
People over the age of 18 who apply, go through a background check, are accepted, and complete a 34 hour training including role plays and observations.

3. Supervisors
Full-time paid staff who have a Masters degree in mental health or a related field and oversee our Crisis Counselors.

Data to Improve the World

We use data to make us better – and to improve communities. Imagine the impact this large data set could have on police departments, school boards, policy makers, hospitals, families, journalists and academics. Visit crisistrends.org to learn more.

Get Involved

Visit our website at crisistextline.org to learn more about us and get involved as a volunteer Crisis Counselor.
Examples of messaging for social media and emails

Email Signatures:
Your mental health is just as important as your physical health. Crisis Text Line is available free, confidential, and 24/7. Text Got5 to 741741 to connect with a Crisis Counselor. www.crisistextline.org/topics/school

Instagram:
Our mental health matters. It can be hard to cope with coronavirus while social isolating. It’s always brave to reach out for help. @CrisisTextLine offers free, 24/7 crisis counseling. Just text Got5 to 741741.

Pro Tip: don’t forget to tag @CrisisTextLine, @officeofmentalhealth and @preventsuicideny

Facebook:
Facebook Groups: (consider sharing in teacher and professionals groups to get the word out to other teachers and administrators who may be looking for free mental health resources for their students)

If you’re looking for a free mental health resource to help your students cope during remote learning, please consider sharing Crisis Text Line with them. They can text Got5 to 741741 to connect with a Crisis Counselor. Free, confidential and 24/7.

School social media: (consider sharing on school-run accounts to reach students and parents)

Pro Tip: don’t forget to tag @CrisisTextLine, @officeofmentalhealth and @preventsuicideny

Twitter:
Our mental health matters. It can be hard to cope with #coronavirus while social isolating. It’s always brave to reach out for help. @CrisisTextLine offers free, 24/7 crisis counseling. Just text Got5 to 741741. www.crisistextline.org/topics/school

Physical health is just as important as mental health. Remember that it is always brave to reach out for help. @CrisisTextLine is here for students, teachers, and parents who need help coping. Text Got5 to 741741 for free crisis counseling, 24/7.

Student-run social media: (students, consider sharing on your personal social and on accounts you run for student organizations)

Pro Tip: don’t forget to tag @CrisisTextLine and @NYSomh

TikTok:
Share five things you’re doing to take care of your mental health while social distancing. Then, tell everyone they can text Got5 to 741741 to reach a Crisis Counselor.

Pro Tip: don’t forget to tag @CrisisTextLine@officeofmentalhealth and @preventsuicideny

Snapchat:
Share five things you’re doing to take care of your mental health while social distancing. Then, tell everyone they can text Got5 to 741741 to reach a Crisis Counselor.

Pro Tip: don’t forget to tag @CrisisTextLine
WHAT SCHOOL ADMINISTRATORS CAN DO:

**Flyers**
In the school counselor / principal / nurse and coaches’ offices. Posted in every classroom.

**Webpage**
Updated your school’s counseling or student wellness webpage to include ‘Text HELLO to 741741’

**Student IDs**
Advertise this resource on the back of student IDs.

**Email Signatures:**
Include “Text Got5 to 741741 for free crisis counseling” in all staff email signatures.

**Social Media:**
Share the resource regularly across all school social media

**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.

**Online Portals:**
Include the resource in all remote learning resources and online student portals (Google Classroom, Canvas, Zoom, Schoology etc.)

**Share:**
Spread the word by sharing this toolkit with the PTA at your school so they can push out the number as a resource, too.

WHAT TEACHERS CAN DO:

**Syllabi & Assignments:**
Include the resource in all syllabi and assignments.

**Email Signature:**
Include the resource in your email signature.

**Online Learning Sessions:**
Add a reminder of the resource to all online learning sessions (in Zoom chats, Google hangouts etc.)

**Communications:**
Add the resource to all class-wide communications.

**Phones:**
Encourage students to save “Text Got5 to 741741” in their phones if they ever need it.

**Share:**
Spread the word by sharing this toolkit in social media groups and professional circles for teachers.

Visit www.omh.gov and click on Crisis Prevention for a downloadable Marketing Toolkit
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 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 Got5 to 741741’

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.

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.

Share 741741 with Your Kids
Tell them about it. Maybe even just subtly put a flyer on the fridge.
Crisis Text Line provides free, 24/7 crisis support by text.
Text ‘Got5’ to 741741 to be connected to a trained Crisis Counselor

**AS A COMPANY**

- **Flyers**
  Post a Crisis Text Line flyer in popular locations (fridge, coffee machine, bulletin board)

- **Internal portal or website**
  Update your employee website, wellness board, or HR guide to include ‘In crisis? ‘Text Got5 to 741741’

- **Company IDs**
  Advertise this resource on the back of company IDs.

- **Bathrooms**
  Post stickers with resource in every bathroom stall.

- **All Staff Meetings**
  At an upcoming all staff meeting, have people take out their phones and enter 741741 to their contacts.

- **Social Media**
  Post on Twitter, Instagram, Tumblr, and Facebook so that your users and staff know where to turn in crisis.

- **Signature**
  Include ‘In crisis? ‘Text Got5 to 741741’ in HR department email signature

- **Encourage team volunteering**
  Employees can train to volunteer from home or the office. Even better when it’s together! Imagine having a team that knows how to support people in crisis! Visit crisistextline.org/volunteer.

- **Matching donations**
  Feature Crisis Text Line in company donation matching programs. Partner with us: crisistextline.org/partnerships

**AS AN INDIVIDUAL**

- **Your Community**
  Be an advocate in your community. Share Crisis Text Line with school leaders, city government, and local orgs. Table at farmers markets and community events. Bring flyers to local churches and recreation centers. Share at PTA meetings.

- **Spread the word**
  Email friends. Post on Facebook.

- **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.

- **Make a donation**
  Donate at crisistextline.org/donate

Visit www.omh.gov and click on Crisis Prevention for a downloadable Marketing Toolkit
Need to talk?

We’ve got time to listen

Text “Got5” to 741741 to start a conversation

Free, 24/7, Confidential Crisis Support
FEELING OVERWHELMED?
We’ve got time to listen

Text “Got5” to 741741 to start a conversation. We’re here to talk 24/7.

Free, 24/7, Confidential Crisis Support
Need to talk?
We’ve got time to listen
Text "Got5" to 741741 to start a conversation

Free, 24/7, Confidential Crisis Support
In Crisis?
We’ve got time to listen.

Text Got5 to 741741
and speak anonymously with a Crisis Counselor

Free, 24/7 support for people in crisis.
You Don’t Need a Cape to Save Lives

crisistextline.org/volunteer
CRISIS TEXT LINE
KEEP GOING
TEXT “Got5” to 741-741
FREE, 24/7 CONFIDENTIAL TEXT LINE
**it's okay**

- to cry
- to have bad days
- to feel less than “perfect”
- to not have it figured out
- to mess up
- to not be okay
- to talk about it

**WE’RE HERE TO LISTEN.**

[CRISIS TEXT LINE](#)  
[SPCNY](#)  
[New York State Office of Mental Health](#)

**TEXT “Got5” to 741-741**

FREE, 24/7 CONFIDENTIAL TEXT LINE
KEEP GOING...

DON’T GIVE UP...

YOU’RE NOT ALONE.

TEXT “Got5” to 741-741

FREE, 24/7 ANONYMOUS TEXT LINE
wellness check-in

I AM FEELING GREAT

I AM FEELING FINE

I AM FEELING ANGRY / IRRITATED

I AM FEELING ANXIOUS

I AM FEELING DEPRESSED

I AM FEELING SAD / UPSET

I AM NOT DOING WELL & NEED SUPPORT

I AM STRUGGLING WITH MY MENTAL HEALTH

If you need support, you can text “Got5” to 741-741
FREE, 24/7 ANONYMOUS TEXT LINE
IT’S OKAY TO ASK FOR HELP

TEXT “GOT5” TO 741-741

FREE, 24/7 • CONFIDENTIAL • TEXT LINE

You don’t have to go through this alone.
I need to talk

I'm here to listen

TEXT "Got5" to 741-741

FREE, 24/7 ANONYMOUS TEXT LINE
YOU ARE BRAVE

& you are not alone in this.

TEXT “Got5” to 741-741
FREE, 24/7 CONFIDENTIAL TEXT LINE
support
is
just a
text away.

How are u?
I could be better, tbh...

TEXT “Got5” to 741-741
FREE, 24/7 CONFIDENTIAL TEXT LINE

CRISIS TEXT LINE | SPCNY | NEW YORK STATE | Office of Mental Health
THIS IS TOUGH.
SO ARE YOU.

TEXT "Got5" to 741-741
FREE, 24/7 CONFIDENTIAL TEXT LINE
YOU’RE NOT ALONE.

CRISIS TEXT LINE |

SPCNY Suicide Prevention Center of New York State | NEW YORK STATE Office of Mental Health

TEXT "GOT5" TO 741-741

LET’S CHAT. WE’RE HERE TO HELP.
FREE, 24/7 ANONYMOUS TEXT LINE
YOU’RE NOT ALONE.

CRISIS TEXT LINE

TEXT "GOT5" TO 741-741

LET’S CHAT. WE’RE HERE TO HELP.
FREE, 24/7 ANONYMOUS TEXT LINE
YOU’RE NOT ALONE.

TEXT “GOT5” TO 741-741

LET’S CHAT. WE’RE HERE TO HELP.
FREE, 24/7 ANONYMOUS TEXT LINE

CRISIS TEXT LINE |
IT’S OKAY
TO NOT BE
OKAY.
WE ARE HERE TO LISTEN

TEXT “Got5” to 741-741
FREE, 24/7 CONFIDENTIAL TEXT LINE
IT'S OKAY TO NOT BE OKAY.
WE ARE HERE TO LISTEN

TEXT “Got5” to 741-741
FREE, 24/7 CONFIDENTIAL TEXT LINE
IT’S OKAY TO ASK FOR HELP.

You don’t have to go through this alone.
WE ARE HERE TO LISTEN

TEXT “Got5” to 741-741
FREE, 24/7 CONFIDENTIAL TEXT LINE
THIS IS TOUGH
SO ARE YOU

TEXT “Got5” to 741-741
FREE, 24/7 CONFIDENTIAL TEXT LINE
YOU ARE STRONG.

YOU ARE BRAVE.

YOU ARE NOT ALONE IN THIS

TEXT “Got5” to 741-741
FREE, ANONYMOUS, 24/7 TEXT LINE
YOU’RE NOT ALONE.

LET’S CHAT. WE’RE HERE TO HELP.

TEXT “GOT5” TO 741-741

FREE, 24/7 ANONYMOUS TEXT LINE
YOU’RE NOT ALONE.

LET’S CHAT. WE’RE HERE TO HELP.

TEXT “GOT5” TO 741-741

FREE, 24/7 ANONYMOUS TEXT LINE
YOU’RE NOT ALONE.

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FREE, 24/7 ANONYMOUS TEXT LINE