

AAF Dallas Public Service Book

Co-Chairs:

Stephanie Mason
Tommy Thompson
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Lexi Harper

AAF History of Public Service Chairs: AAF Dallas has always looked for a way to give back to the community by leveraging the knowledge of our organization's members to partner with charitable organizations. Members donate their expertise in brand development, technology, digital marketing, and content creation to support the goals of nonprofits in our community. The team focuses on advancing our communities through partnerships, collaboration, determination, and volunteerism.

Introduction: Since the year 2000, Texas has seen an overall increase in suicide mortality with the death rate rising 3 percent prior to the pandemic. Suicide is now the 11th leading cause of death in Texas. More than twice as many people die by suicide than by homicide in Texas each year. This issue hits home to many, including the members of the AAF Dallas Public Service team.

We reached out to the Suicide & Crisis Center of North Texas to see how our expertise in the advertising field could help. We had several discovery sessions with the main client, The Suicide and Crisis Center of North Texas, to find out what happens inside their organization. Who calls the hotline? What are the situations the callers are in? Do they vary greatly? Who answers the phone? When do people call? And most importantly, is there one single message that we could share with DFW that would help support the Suicide & Crisis Center of North Texas and make the most difference.

The answer we got: Emphasize the help that is 100% accessible and available for people in any type of crisis. By focusing on those in crisis, the goal is to allow the center's trained staff to ease the situation before it progresses to suicide.

Objective: In order to assist the Suicide & Crisis Center of North Texas we wanted to raise awareness. We want to make it very clear that help is available, easy to get and 24/7 and how to get it. Number two is to focus on the crisis portion of the center, including how to get help in the moment of crisis. #2 is to get across the idea to call while in crisis. That crisis doesn't have lead to suicide.

Action: The team met with the client in November of 2021 to establish the marketing needs and goals of the organization. After the kickoff call with the client the team met internally to solidify the direction of the campaign and KPIs.

Once we established this campaign would be an awareness and education campaign to raise awareness of the Suicide & Crisis Center of North Texas and inform people it's more than just a suicide hotline, we worked on raising media donations. Thus far we have confirmed the donation of several digital billboards in Dallas and we are working towards securing a \$10,000 Google grant.

We next came up with 3 campaign concept options and created mockups for each (exhibit D). Our next step is to present the concepts to our client so they can choose their favorite.

Strategy: Spring is the time of year when most suicides happen. We want to make people aware of the existence and benefits of the Suicide and Crisis Center of North Texas.

Audience: Our target audience is someone who's experiencing intense feelings of hopelessness, isolation, shame or anxiety who may or may not yet think that suicide is their only option.

Message: We're here to listen and help if you're in crisis. Any time. Day or night.

Channels: Since we are running an awareness campaign we are trying to reach as many people as possible. We felt billboards were the best way to do so. Outfront Media has generously donated several digital billboards to the campaign.

We also want to make sure we are reaching the people who need the crisis center the most. This is why we are working to secure a \$10,000 Google grant donation for an AdWords campaign.

We will also donate Social Media assets for the organization to use as they wish.

Results: Since we have not launched the campaign yet, we do not have any results to report on. We estimate the billboards will deliver over 1,000,000 impressions and we can expect thousands more with the campaign we will run with the funds from the Google grant and our organic social media assets.

Exhibits

Exhibit A - Kick Off Meeting Notes

Suicide and Crisis Center x AAF PS | 11.24 Meeting Notes

3 messages

Kira Stearns <kiramstearns@gmail.com> Wed, Nov 24, 2021 at 3:27 PM
 To: tommy thompson <tommy@raisethesun.com>, tommy thompson <tommy3thompson@gmail.com>, Stephanie Mason <mason622@gmail.com>, Lexi Harper <lexisharper@gmail.com>

Hi team,

Here are my notes from today's call. Margie seems great and I'm excited to partner with the organization and help them do some good :)

- Client
 - Suicide and Crisis Center
 - Main POC- Margie Wright
 - Social Media POC - Susan, Development Director
 - Other stakeholders - no other stakeholder will be involved in day to day correspondence or approval process
 - 4 full time employees + some contractors
- Events
 - Teens Can Survive
 - The organization often partners with schools to provide suicide screenings and other resources to students
 - They work with students in 6th grade and up
 - Fashion Stars for a Cause
 - An annual event that has been canceled twice due to covid and they really need to make up some of those lost donations this year
 - 300-400 in attendance
 - Will be held on 3/25/22 at the Dallas Country Club
- Audience
 - People considering suicide or otherwise in crisis
 - Suicide Survivors - friends and family of those who have committed suicide
 - Donors- There seem to be 2 categories of donors, those who donate large sums and those who give smaller amounts either through monthly donations or 1 time donations
- Channels/Platforms
 - FB
 - IG - recently added
 - Website
- Client Needs
 - Awareness videos - short clips of people who have benefited from the organization talking about their experience
 - Growing the organization's social base
 - PR for the Fashion Stars event
 - Increased donations from individual donors
 - An educational campaign to inform people that the organization has more to offer than just suicide prevention- focusing on the crisis part of Suicide and Crisis Center
 - Someone to review the current brochures and other print materials to make sure they are current
- Other Important Info
 - Spring is the time of year when their services are most needed (not the holidays, contrary to popular belief)
 - A lot of the calls they get come in from the national hotline
 - They participate in North Texas Giving Day and other similar campaigns

Exhibit B - Work Session Notes

Work session on Suicide and Crisis Center

December 7, 2021

Next Steps

Digital OOH Support for Spring

- Find a media planner to negotiate the digital OOH boards
- Develop OOH Board. Could be a series of boards they can rotate throughout the year
- Kira to check with sister
- Lexi to check with at director partner

Google AdWords Campaign

- What non-profit status do they have with AdWords. Do they have an account. Have they been active
- Apply for funding if they do not have that

Social Media Support

- Develop Social Media template
- Determine how many followers today
- Do we want to more aggressively search for donations on social posts through a donate button?

Brand Guideline

- Find out if they have a Brand Guideline Document? Do we create one?
- Kira to check with sister
- Lexi to check with at director partner

Awareness Video

- Interviews with board members and support staff to publish on social?
- Stephanie to talk with Adrian
- Tommy talk to Paolo

Goal Setting

- Build Awareness for the Center
- Better define the goals we are going after and build on that
- Where can we help the most?

Parking Lot

Volunteer Recruitment

- Where do we stand on volunteers?
- Does Margie want support for it?
- How would we do it?

Fashion Stars for a Cause

- How do we support
- Have they created marketing materials

Teens can Survive

- Do we support?

Funding

- GoFundme
- Is Fiverr/Upwork an option?

Donation Request

- How else can we drive smaller donations from a broader base?
- Do we want to be more aggressive?

NOTES FROM INITIAL CLIENT MEETING

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- Channels/Platforms
 - FB

Exhibit C - Creative Brief and Initial Creative Concepts

Suicide and Crisis Center of North Texas
Creative Brief and Brainstorm

THE BRIEF

Why are we communicating?

Spring is the time of year when most suicides happen. We want to make people aware of the existence and benefits of the Suicide and Crisis Center of North Texas.

Who are we talking to?

Someone who's experiencing intense feelings of hopelessness, isolation, shame or anxiety who may or may not yet think that suicide is their only option.

What is the single most important message we want to communicate?

We're here to listen and help if you're in crisis. Any time. Day or night.

Why should they believe us?

We're experienced: We've had a 24/7 hotline with trained, caring volunteers available since 1969.

We're free: Our services are free and confidential.

We educate: We have a wealth of resources on our site to help people through crisis.

We share: We give presentations throughout the community about the center, warning signs for suicide, suicide awareness, prevention, and the survivors' programs. Screenings for teens, etc.

We support survivors: We offer a unique program for those who have experienced the loss of a loved one to suicide.

Most importantly, we're here: 24/7. All day. All night. Whenever you need to talk.

Are there any requirements?

Creative should include how the center can be contacted - and the fact they are available now.

Phone: 214-828-1000

Text: Text "CONNECT" to 741741 anytime

BRAINSTORM

YOU CAN'T WAIT - esk. Need new title.

VISUAL STYLE: Hand-drawn spring illustration reinforces time of year and projects a sense of hope.

Any time. Day or night.

Text "CONNECT" to 741741 for a 24/7 crisis line.

Suicide and Crisis Center of North Texas

We're here right now.

Text "CONNECT" to 741741 for a 24/7 crisis line.

Suicide and Crisis Center of North Texas

WHAT DO I DO NOW?**What now?**

Text "CONNECT" to 741741 for a 24/7 crisis line.

Suicide and Crisis Center of North Texas

Find control again.

Text "CONNECT" to 741741 for a 24/7 crisis line.

Suicide and Crisis Center of North Texas

There's a better way out.

Text "CONNECT" to 741741 for a 24/7 crisis line.

Suicide and Crisis Center of North Texas

Escape is not the answer.
Text "CONNECT" to 741741 for a 24/7 crisis line.
Suicide and Crisis Center of North Texas

The answer is right here.
Text "CONNECT" to 741741 for a 24/7 crisis line.
Suicide and Crisis Center of North Texas

WE'RE LISTENING

VISUAL: Text bubbles show an initial text conversation between a caller and a volunteer in times of crisis.

What do actual texts look like that come in through the CONNECT line? The more realistic answer will resonate stronger with

TEXT BUBBLE COPY:
I'm not ok.
...NM I'm fine
I'm still here

Text "CONNECT" to 741741 for a 24/7 crisis line.
Suicide and Crisis Center of North Texas

TEXT BUBBLE COPY:
I'm not.... good
Go on, I'm listening.

Text "CONNECT" to 741741 for a 24/7 crisis line.
Suicide and Crisis Center of North Texas

TEXT BUBBLE COPY:
Make it stop
Tell me what's going on

Text "CONNECT" to 741741 for a 24/7 crisis line.

Exhibit D - Initial Creative Mockups

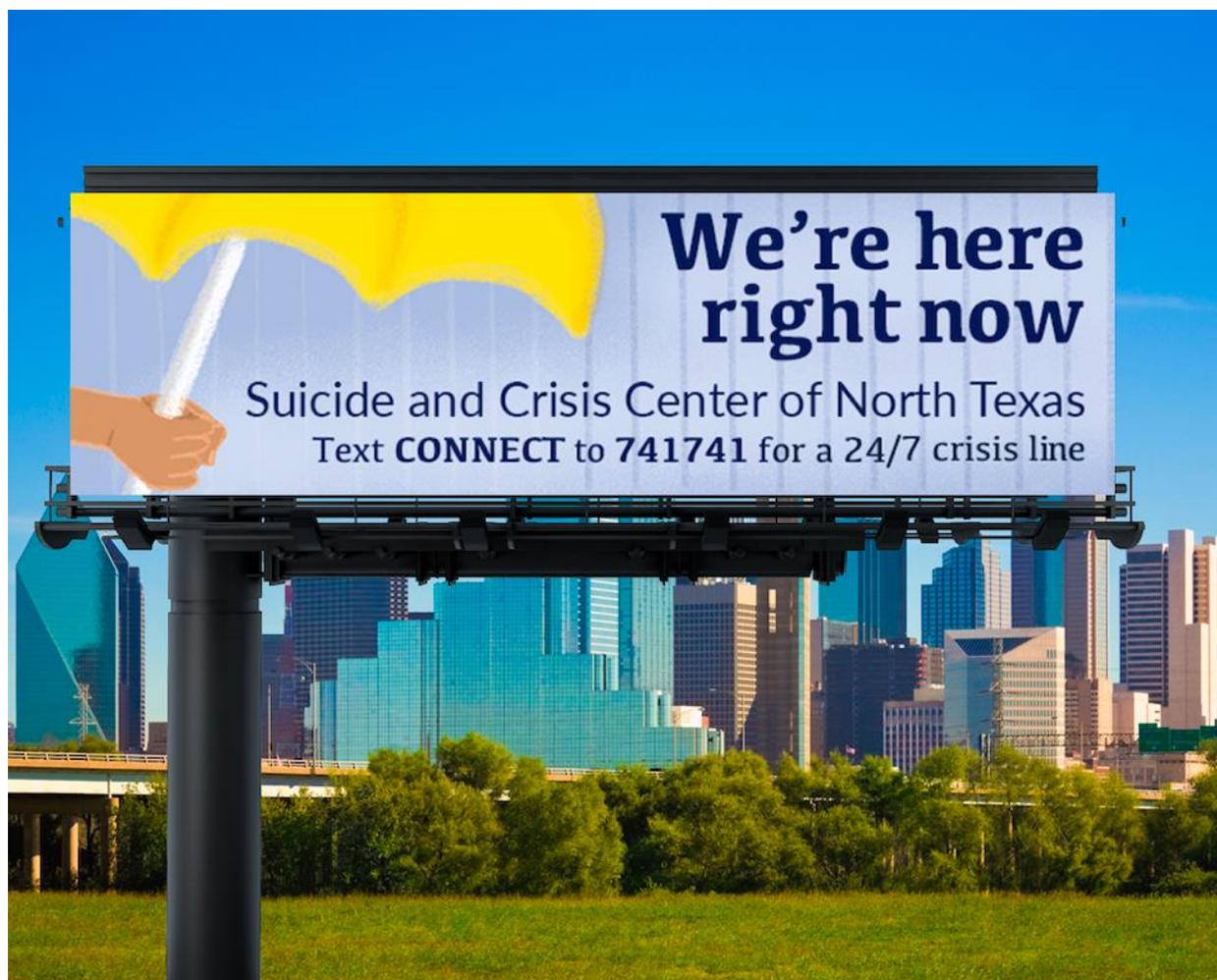




Exhibit E - Creative review meeting

