Crisis Text Line provides free, 24/7 crisis support by text. Text BEACON to 741741 to be connected to a trained Crisis Counselor.

**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.

**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 in the school newspaper. Create a recurring ad in the newspaper promoting the resource.

**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.

- **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.