



# 23 WAYS TO PROMOTE SUICIDE PREVENTION APP'S ONE TODAY CAMPAIGN ON GOOGLE

It's true. You can save lives. We need your help sharing the Suicide Prevention Campaign and raising funds to keep this technology free and widespread.

## 100% OF NONPROFIT DONATIONS GO TOWARD FURTHERING SUICIDE PREVENTION.

With no transaction fees and automatic receipting, you can spend more time and money on those who need it most.

## REMOVE THE SPEED BUMPS TO GENEROSITY.

Let users know who they're helping, where their donations go, and how to learn more in one place.

## KEEP DONORS ENGAGED WITH DIFFERENT WAYS TO GIVE.

Supporters can quickly give \$1 or more, initiate matches, and pay-it-forward by gifting donation credits.

## FIND A NEW AUDIENCE THAT'S WILLING TO GIVE.

Creating nonprofit fundraising opportunities on a mobile platform lets you reach younger supporters where they're most active.

## SPREAD GOOD BY SHARING YOUR CAMPAIGN IN MORE PLACES.


Gather donations from anywhere by sharing your campaign over social media, email, or in the dedicated One Today app.

The benefits  
are endless but  
here are a few...

EVERY DOLLAR RAISED FUNDS AN HOUR OF PLATFORM DEVELOPMENT.

[HTTP://BIT.LY/SUICIDEPREVENTIONAPP](http://bit.ly/suicidepreventionapp) | #SUICIDEPREVENTIONAPP

## HERE'S HOW YOU CAN HELP!

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- 1 Post on Social & Make It Personal
  - 2 Share Sneak Peeks & Teasers
  - 3 Encourage Others to Share
  - 4 Post a Badge & Link to Your Sites and Social Accounts
  - 5 Blog About It
  - 6 Create a Video
  - 7 Call a Friend & Family Member
  - 8 Email Your Friends, Family & Colleagues
  - 9 Guest Post on Another Site Sharing Why #SuicidePreventionApp is Important
  - 10 Engage in Online & Social Communities
  - 11 Create Graphics to Share on Social
  - 12 Invite Friends & Family to Facebook Live Event
  - 13 Find Influencers to Share #SuicidePreventionApp's One Today Link
  - 14 Offer Products & Services as Donation Items (as goals are met)
  - 15 Interview the Founder & Share on Social
  - 16 Invite the Founder to Your Podcast
  - 17 Start a Thread on Reddit
  - 18 Overlay Text on Images
  - 19 Host a Facebook Live, Blab or Hangout Encouraging Attendees to Back the Campaign
  - 20 Host an Event with Proceeds Going to #SuicidePreventionApp's One Today Campaign
  - 21 Make a Donation in a Loved One's Name
  - 22 Ask for Donations in Lieu of Birthday & Holiday Gifts
  - 23 Create an Infographic about Suicide Statistics and Prevention

FROM THE BOTTOM OF OUR HEARTS, WE THANK YOU FOR YOUR SUPPORT.

SUICIDE PREVENTION TEAM