

Communities in Schools – Pennsylvania

Situation Communities in Schools is the nation's largest dropout prevention organization bringing coordinated, integrated student services into public schools to meet the needs of at-risk students. Their mission is to surround students with a community of support, empowering them to stay in school and achieve in life. Communities in Schools - Pennsylvania had little to no awareness of what their organization was and what things they accomplish to help students stay the course.

Solution Channel Communications responded to this challenge by first implementing a discovery process to gather the knowledge needed to make sure all new brand efforts are on target and at full stride. The exercise began with a Channel facilitated day one session among key stakeholders within their organization. This session was designed to help stakeholders speak freely about the organization perceptions, goals and offerings. Following this session, one on one interviews were conducted with coalition partners and students. The goal was to learn their perceptions and opinions of CISPA. After this learning, it was decided that this message needs to speak to students and parents as well as coalition business partners.

This learning helped the Channel team create the branded *2Inspire* campaign. The campaign was designed to let students know that they are not in it alone. Regardless of their situation, there are people around students to help them make right choices about their future. The 2Inspire campaign took the form of logo, tagline, and social outreach, print advertising, display banners and posters, infographics, an information brochure and a two-minute and :30 second student video suitable to run online and as a PSA.

Result To date the materials are just being used in the marketplace with a full-scale launch schedule for the fall 2015 beginning of the school year. So the impact is still too early to measure. But the overall consensus building the campaign was able to achieve between stakeholders, teachers, funders, parents, student's coalition partners and local businesses was invaluable.

Positioning

To Pennsylvania students (aged 14-18) and those in the educational system who care about their success, CISPA and its coalition partners comprise the most positive, influential network in the state, providing practical, evidence-based, results-driven dropout prevention resources. In establishing a relationship with CISPA and its coalition partners, you can expect to believe in yourself, feel empowered to make wise choices and be part of a steadily expanding population of successful high school graduates who contribute to your community, state, nation and world.



Logo, Theme Line, Tagline



PPT Template



2INSPIRE

Life's tough. Drugs and alcohol make it tougher.
Stay strong. Make smart choices for a better life.

GET CONNECTED. BE INSPIRED.

Visit us: 2inspirePA.org | Call us: 717.233.4330 | Join the conversation: #2INSPIREPA


 @2inspirePA
  Like us on Facebook



2INSPIRE

Who believes in you? We do.
Be with people who share your dreams for the future.

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2INSPIRE

Stay drug- and alcohol-free. Believe in you.
And be with people who inspire you to dream big.

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Embrace challenges. Grow stronger, smarter.
Get with people who care about your future.

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Print Ads

HOW CAN YOU START A POSITIVE MESSAGING CAMPAIGN IN YOUR SCHOOL?

UNDERSTAND AND BELIEVE THAT STAYING DRUG- AND ALCOHOL-FREE IS POSSIBLE. You have the power to drive this movement. Teens like you have the greatest influence on your peers. You have the gift of leadership – pass it on **2inspire** others!

REACH OUT AND LEND A HAND. Connect with your friends to inspire awareness. Make it OK for others to do the same. Be inspired and inspire others. Your schoolmates need to know that they're not alone. Lend a hand by speaking up for wise choices.

WIDEN YOUR CIRCLE! Remember to include teachers, principals, business and community leaders, neighbors and other students who really want to be involved, too! When you work with many different people, your message becomes much, much stronger. The same is true of including a diverse group of people – those with various talents, perspectives, life experiences and connections.

JOIN STUDENT-LED GROUPS. This is an excellent way to learn valuable life skills, grow as a leader and enjoy the fulfillment of making a real difference in someone's life.

BE CREATIVE AND STAY POSITIVE! As you develop your campaign, use your imagination and tap the creativity of your wider circle of connections to deliver messages that will inspire (not preach to) other young people.

WHERE TO CONNECT

Communities In Schools Pennsylvania (CISPA) collaborates with a variety of organizations dedicated to empowering youth, supporting the efforts of educators, caregivers, and community coalitions that serve to promote healthy youth development. These partners play a critical role in advancing positive messaging campaigns such as **2inspire**. It is these local efforts that connect with and educate mass audiences as to the positive choices youth make each day as well as the resources available to help them continue to make those choices.

Connect with your local organization:



GET CONNECTED. BE INSPIRED.

Visit us: 2inspirePA.org | Call us: 717.233.4330
Join the conversation: **#2INSPIREPA**



Support for this campaign made possible by the Pennsylvania Commission on Crime and Delinquency.

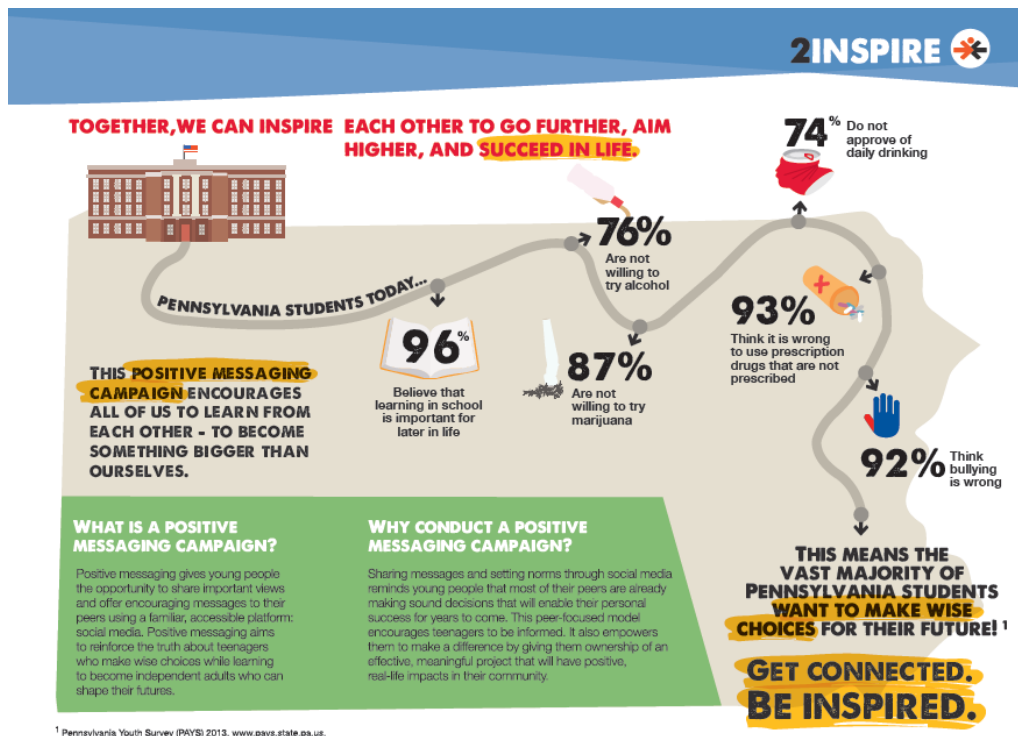
2INSPIRE

The challenges you face on the path to success make you **braver** and **stronger**.

You know what it takes to rise above. And your voice can make a difference.

GET CONNECTED. BE INSPIRED.

Together, we can inspire each other to overcome our challenges and make wise choices for our future – like staying in school and staying drug- and alcohol-free.





Posters



Video



Communities In Schools
Pennsylvania



2INSPIRE

Who believes in you? We do.
Be with people who share
your dreams for the future.

**GET CONNECTED.
BE INSPIRED.**

2inspirePA.org



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Pennsylvania



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Banner Ups