

now introducing:

# stop suicide<sup>TM</sup> [YOUR STATE]

[YOUR TAGLINE OR POSITIONING STATEMENT GOES HERE]

a unique branding program from the **PDV** Foundation

Thinking of simplifying the name of your suicide-prevention organization? Calling your effort the “Statewide Suicide Prevention Council,” or an initiative, coalition, program or task force sounds “generic” and can be vague to your audiences.

Instead, consider renaming your efforts with a brand that unifies, clarifies and simplifies:

stop suicide™  
[YOUR STATE]  
[YOUR TAGLINE OR POSITIONING STATEMENT GOES HERE]

NOTE:

THE STOP SUICIDE PROGRAM IS NOT ONLY FOR STATE GRANTEES.

INSERT YOUR TRIBE, TERRITORY, OR CAMPUS NAME HERE!

Policymakers and influencers, along with gatekeepers and coalitions, need to know what YOUR STATE SUICIDE PREVENTION EFFORT is:

**What’s its name...what it is called?**

**Who comprises it?**

**Who leads it?**

**Is it independent or an initiative within an existing state department?**

As you explore how to strengthen the name (or brand) of your suicide-prevention effort, you may want to consider a unified thematic brand that could be applied broadly—and even across multiple states, tribes territories and campuses.

The benefits are many—and the synergies of working together can be significant.

Benefits of participating in the:

## STOP SUICIDE™ Branding Program

For state/tribal/territory/campus suicide-prevention organizations

### 1 EXTEND YOUR RESOURCES

with logo artwork that is already created and ready for you and your coalitions to use.

### 2 STRENGTHEN YOUR PRESENCE

with a high-impact name such as STOP SUICIDE, instead of a more common non-descript name like the “Statewide Suicide Prevention Coalition” or “Suicide Prevention Task Force.”

### 3 SUPPORT YOUR COMMUNITY COALITIONS

with letterhead, educational hand-outs and promotional materials, all featuring the STOP SUICIDE brand—and all with imprint area to customize and localize as you wish.

### 4 COLLABORATE WITH OTHER STATES/ENTITIES

to expand the reach of your work and its impact across your state/tribe/territory/campus—and beyond.

brought to you by:

stop suicide™  
[YOUR ENTITY]  
A PUBLIC/PRIVATE PARTNERSHIP TO HELP PREVENT SUICIDE



Have an **existing campaign** in place?

**It can stay!**

Place your new STOP SUICIDE™ identity on your existing posters, brochures, websites and more!

The public awareness campaign concept at right is the sole and proprietary property of the PDV Foundation.

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**Contact us to learn more:**  
[info@pdvfoundation.org](mailto:info@pdvfoundation.org)  
**920.457.4033**

**What exactly is STOP SUICIDE™?**

It's a unique branding program that states, tribes, territories or campuses can adapt to their existing suicide-prevention efforts.

**Adapt, how? How is the STOP SUICIDE brand used?**

As a potential way to name, or brand, your state, tribal, territory or campus suicide-prevention coalition, task force or overarching efforts of your organizational entity.

**Is STOP SUICIDE a new national campaign?**

No. Campaign themes are typically customized to individual states, tribes, territories or campuses. That way, they can reflect local customs, death data and more. The STOP SUICIDE brand is not well-suited to adapt to a public-awareness campaign theme, and would not be used as such.

**Is STOP SUICIDE a new national organization?**

No. STOP SUICIDE is not a professional association, trade group or other organization.

**If STOP SUICIDE isn't an organization or a campaign, then just what is it?**

It's a logo, one that offers its users certain benefits. STOP SUICIDE is an overarching name you can give to your organization, coalition, task force, network, partnership or council efforts in suicide prevention.

**Our current effort is led by our "Statewide Suicide Prevention Task Force," and that's what we call it. Isn't this good enough?**

It may be. But perhaps this identity could benefit from a more dynamic and compelling name that is clearly branded, such as STOP SUICIDE [YOUR STATE/TRIBE/TERRITORY/CAMPUS]. The STOP SUICIDE name might be easier to remember, to locate via the Internet, and to compel partners to support your efforts. But maybe not. It's your call, your decision, as you know your needs best.

**Who created this STOP SUICIDE Branding Program?**

The PDV Foundation, a non-profit ad agency that specializes in strategic communications in the suicide-prevention arena. We deliver communications programs and services to states and other organizations, and we're the publishers of *Advancing Suicide Prevention*® magazine ([www.advancingsp.org](http://www.advancingsp.org)).

**How does the STOP SUICIDE Program work?**

States, tribes, territories or campuses contract with the PDV Foundation for use of the STOP SUICIDE brand. You then receive logo artwork, along with contractual conditions for its usage. You also receive the benefits of participating in the STOP SUICIDE Branding Program, including access to letterhead, desktop wallpaper, and other collateral to support your local coalitions and overall organizational efforts.

**How is usage of the STOP SUICIDE brand controlled or regulated?**

By your written acceptance of Terms of Use for the STOP SUICIDE Brand.

**How much does it cost to participate in the STOP SUICIDE Program?**

Your initial investment is \$5,250. This includes access to logo files and all associated artwork, plus benefits of program participation. You can then place an order for STOP SUICIDE letterhead and other print collateral for use by your community coalitions or at your state/tribal/territorial/campus level. These can be customized, within logo usage limits as specified in your contractual agreement with the PDV Foundation as the originator of the STOP SUICIDE name.

Unify your work.  
Strengthen your efforts.  
Join together.

**CONTACT US TODAY:**

[info@pdvfoundation.org](mailto:info@pdvfoundation.org)

920 457 4033

The PDV Foundation, Inc. is a non-profit cause marketing firm specializing in strategic communications in mental health and social services, with a focus on prevention of suicide and factors contributing to it. The Foundation forges public/private alliances with state and federal agencies, corporations, foundations, community coalitions, professional trade associations—all seeking to strengthen their impact in mental health, addiction, social services or prevention of violence and suicide by applying strategic communications. A 501(c)(3) tax-exempt organization, the foundation is the publisher of *Advancing Suicide Prevention*® magazine.

stop suicide™  
[ YOUR STATE ]

[YOUR TAGLINE OR POSITIONING STATEMENT GOES HERE]

a branding program from the

**PDV** ● Foundation

A 501(c)(3) not-for-profit organization

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ADVANCING COMMUNICATION IN MENTAL HEALTH AND SOCIAL SERVICES.