



# Possibility PROJECT

CAMPAIGN IN A BOX

DEVELOPED BY

**limerent**

## PURPOSE



At Limerent, we are passionate about educating, motivating, and driving change in teens' lives regarding alcohol and other drugs (AOD). We believe that AOD use remains one of the most critical threats to teens' development and success.

## TOGETHER WE CAN!



### THE POSSIBILITY PROJECT FOCUSES ON:

- Increasing teens' perception of harm of AOD
- Informing students how AOD affects performance negatively in academics, athletics, and other areas of their lives
- Making students aware of the ways AOD impacts mental health concerns such as depression and anxiety

## A STRONG FOUNDATION

The Possibility Project is built  
on these four pillars:

- 1. PREVENTION SCIENCE AND THE LIMERENT CHANGE MODEL**  
*that's based on the latest research*
- 2. MARKETING EXPERTISE**  
*that gets the right messages to  
the right people*
- 3. BRANDING/DESIGN EXPERTISE**  
*that's time-tested and results-driven*
- 4. A YOUTH ENGAGEMENT APPROACH**  
*that's relevant and empowering*



## WHAT IS THE LIMERENT CHANGE MODEL?

The Limerent Change Model is designed to drive real behavior change. While many social marketing campaigns simply focus on awareness and knowledge, we understand that true change requires a more robust process. Our campaign messaging motivates youth to (ultimately!) adopt healthy attitudes and behaviors- and influence others to do the same.

### THE LIMERENT CHANGE MODEL





## WHAT IS THE POSSIBILITY PROJECT?

The Possibility Project- one of Limerent's ready-to-go Campaign in a Box- is an innovative social marketing initiative that targets 6th to 12th graders. This turnkey campaign allows organizations like yours to access high-impact marketing strategies, pre-designed activities, and digital and print assets at a fraction of the cost of traditional campaigns.

We provide you everything you will need to operate your own campaign and engage teens in your community.



COOL

POSSIBILITY  
PROJECT

## **WHAT IS INCLUDED?**

Limerent will provide everything you'll need to implement and manage your own campaign and begin engaging teens in your community and fostering real change. Our support team will walk you through all the details and you'll be up and running in no time!

### **ANNUAL CAMPAIGN PLAN AND CALENDAR**

includes bi-monthly themes

### **MESSAGING**

a dynamic website and weekly texts, social media, and event suggestions (based on the Limerent Change Model)

### **PROMOTIONAL ITEMS AND MATERIALS**

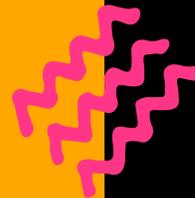
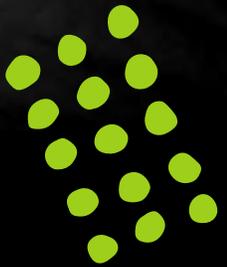
that capture youth attention and help spread the word

### **TRAINING AND COACHING**

the keys to running a successful campaign

### **MEASUREMENT & EVALUATION TOOLS**

so you know you're on the right track- and can share your data with funders and stakeholders



A black and white photograph of a diverse group of young people sitting in a library or classroom. They are looking towards the right side of the frame, appearing engaged and attentive. The background shows bookshelves filled with books.

## ANNUAL CAMPAIGN PLAN AND CALENDAR

A decorative graphic consisting of a cluster of yellow dots of varying sizes, arranged in a roughly circular pattern.

When you launch the Possibility Project campaign, you will receive a campaign plan with a campaign calendar, which includes a year's worth of bi-monthly themes and the optimal dates to send text messages, post to social media, and host events. The campaign plan highlights best practices for implementing and maintaining a campaign, recruiting and engaging youth, and hosting successful events.

# MESSAGING



POWERED BY THE LIMERENT CHANGE MODEL

**POSSIBILITY PROJECT  
WEBSITE**

Loaded with content teens  
can access.

**TEXTING**

Weekly text messages that  
keep students engaged  
in the campaign.

**SOCIAL  
MEDIA**

Weekly posts driving  
students to more  
information.

**EVENTS**

You will be provided with a step  
by step manual to start your  
own student led club and/or  
student led events.

# PROMOTIONAL ITEMS + MATERIALS



STICKERS



BRANDED PENS



BRANDED T-SHIRTS

## ASSETS LIMERENT WILL PROVIDE:

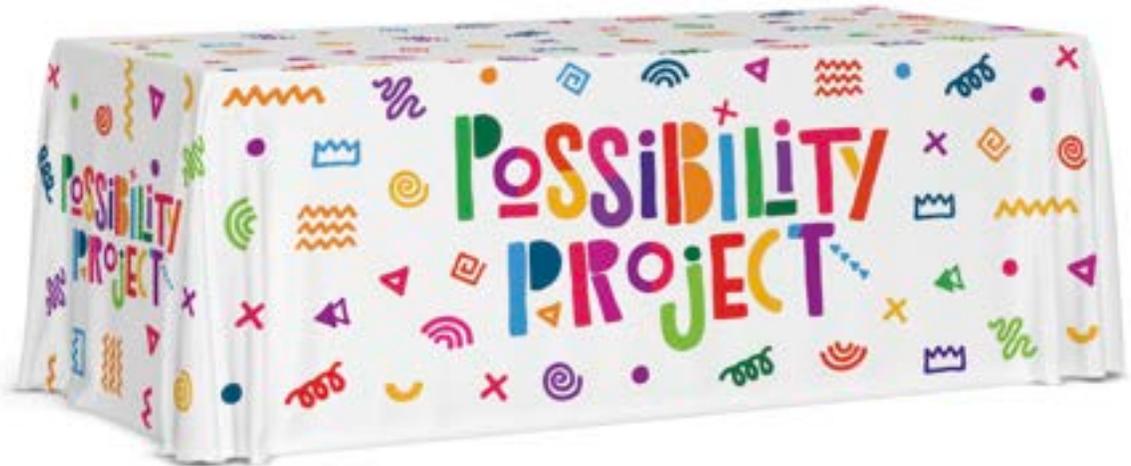
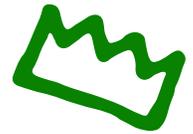
When you join the Possibility Project, you will receive promotional items to launch your campaign and build excitement and engagement. When you sign up, you will receive the following custom designed promotional items:

- (50) T-Shirts
- (150) Water Bottles
- (250) Pens
- (1,000) Stickers
- (1,000) Flyers
- (1) Tablecloth
- (1) Flag With Base

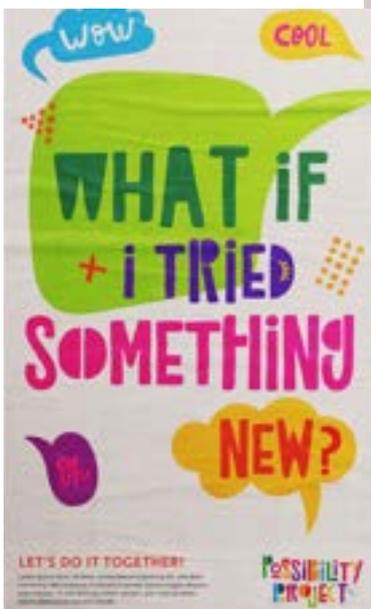


BRANDED REUSABLE  
WATER BOTTLES

# PROMOTIONAL TABLECLOTH



# FLYERS



# PROMOTIONAL FLAGS



# ONLINE STORE

ORDER MORE COOL STUFF!



BRANDED JOURNALS



BRANDED BACKPACKS



BRANDED HOODIES

## THE ONLINE STORE

We have also created the Possibility Project Online Store where you can reorder materials you have run out of and find a wide variety of promotional materials for sale that are not included in your package:

- Hoodies
- Journals
- Backpacks
- Pop-Up Banners
- Tents



## PLANNING

When you launch your Possibility Project campaign, you will receive a campaign plan with a campaign calendar. As you implement your campaign, you will be sent monthly messages in the form of social media posts, text messages, and printed materials that coincide with your campaign so it is simple to execute.

## TRAINING MATERIALS AND SUPPORT

The first step in your journey launching your Possibility Project campaign will be training on the project and all the pieces. In addition to your initial training, you will be provided training materials you can refer to throughout the campaign and an opportunity to schedule a monthly call with your success coach. You will be implementing your campaign but you will have support every step of the way.

## TRAINING AND COACHING

One of the keys to running a successful campaign is the 90-minute training session we offer as you begin your campaign. You'll also receive a training guide- included in your annual Possibility Project Campaign Plan- that you can use throughout the year.

Another key factor to creating real change in your community is working with your Limerent Success Coach. Each month, you can schedule a call with your coach who can answer your questions, troubleshoot, and offer technical support.



## MEASURING

The Possibility Project is designed to create change. The only way we can know we are creating change is by measuring our campaign activities. Each quarter, you will have data on your messaging activities you can share in your grant reports. There will also be a deeper evaluation plan that you will have the ability to execute to measure exact change in your community.

Wow

COOL

WHAT IF

+ i TRIED

SOMETHING

NEW

Oh

**LET'S DO IT TOGETHER!**

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**MEASUREMENT**

**AND EVALUATION TOOLS**

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## THE FINE PRINT

### ABOUT LIMERENT

Limerent's collaborative team consists of top marketing and advertising experts working alongside prevention, addiction, and treatment professionals. Together, we've developed a unique model that combines effective marketing strategies with proven behavioral health approaches, ensuring the best possible outcomes for communities like yours.

### THE COST

One time sign up fee = **\$15,000**

Renewal campaign and  
licensing fee = **\$2,500 per month**

### SELF DIRECTED

The Possibility Project is a self directed campaign that **you and your organization implement**. You will be provided all the assets, materials, and training, and you execute all the campaign activities. You will send out all the text messages, posts, and manage all your social media, and schedule and execute all student led events and club activities.

**NOW IT'S TIME TO SPREAD THE WORD!**



# POSSIBILITY PROJECT

## CONTACT US

If you are interested in joining the Possibility Project or have questions, please contact Mike Cox.

[Mike@getlimerent.com](mailto:Mike@getlimerent.com) | 503-388-3676

If you would like more information about Limerent, our process, work, or team, please visit:

[www.thelimerentchange.com](http://www.thelimerentchange.com)