

TAP INTO STRENGTHS!

CAMPAIGN OVERVIEW: TAP INTO STRENGTHS

NEW
CAMPAIGN!

TAP (Take A Pause) into Strengths empowers students to engage with a different Source of Strength each day and recognize peers for demonstrating Strength in action.

Campaign Goals

- To cultivate a school culture of reflection, gratitude, and connection through a simple, physical daily practice.
- Encourage students to engage with a different Source of Strength each day through simple, meaningful actions that support mental wellness and resilience.
- Empower students to identify and celebrate strengths in themselves and others through peer shoutouts and visible acts of encouragement.
- Use the smart bracelet technology to drive consistent school-wide participation in daily prompts and build momentum for a strengths-based school culture.
- Introduce students to the TAP into Strengths bracelets and technology in a way that encourages lasting engagement for personal mental health and connection to helpful resources.

Downloadable Attachments:

- **Strength Prompt List**
- [Strength In Action Strips](#)
- [Campaign Reflection](#)

Campaign Structure

This document is designed to help guide your planning, from brainstorming to scheduling activities. Feel free to adapt everything to best fit your school's culture and community needs.

Campaign Launch Date: _____

When will you begin to roll out your TAP into Strengths Campaign?

Campaign Cycle

First Meeting: Campaign Kickoff and Beacon activation

Second Meeting: TAP Jar Setup and Explanation

Third Meeting: Boosting Engagement

Fourth Meeting: Reflect and celebrate your team's work and how you'd like to grow in the next campaign!

