



## **VISION PLAN** September 16, 2009

### **Who started TxtResponsibly.org?**

Alarmed at news stories about texting-related car collisions, the staff at Pica Design, LLC—a full-service graphic design and marketing agency in Maine—decided to use our collective skills in design, marketing, advertising and communications campaigning to change behavior: to make people think twice before texting while driving; texting while walking across the street; texting and multitasking, period. We want people to text responsibly.

### **What has TxtResponsibly.org set out to do?**

The mission of TxtResponsibly.org is to raise awareness of the dangers of texting while driving and to prevent harmful injury or death caused by the act of texting recklessly.

- We have developed and will maintain a clearinghouse of information to include texting-while-driving articles, laws and videos to serve as educational resources.
- The clearinghouse will include public awareness resources, such as posters, PSAs and collateral.
- We will incorporate into the website ways to pay tribute to victims of TWD collisions.
- We are also pursuing long-term goals, such as supporting new legislation here in the U.S., reaching out with our educational/awareness campaign internationally, and translating our website and materials into other languages.

### **What has TxtResponsibly.org accomplished so far?**

#### **Since our inception in late June, 2009, we have:**

- designed the txtresponsibly.org logo identity
- designed and launched the txtresponsibly.org website
- researched and posted information on State Laws regarding texting while driving
- designed and made available for free download two initial awareness campaign posters
- developed the txtresponsibly oath and initiated a 'Take the Oath' campaign
- set up a Facebook page and twitter account for txtresponsibly.org to begin connecting with fans and followers
- sent a 'letter of support' mailing to introduce txtresponsibly.org to government and education officials, nonprofits and corporations
- set up a 'Share Your Stories' blog at txtresponsibly.org and initiated a campaign to connect to people with stories

### **What does TxtResponsibly.org plan to do in the future?**

We plan to generate new materials to heighten public awareness; partner with corporations and nonprofit organizations to broadcast the txtresponsibly message far and wide to the audiences that need to hear it; and keep networking. Specifically, we plan to:

- expand txtresponsibly.org's audience
- partner with nonprofits, such as driver safety organizations and teen/child safety organizations
- partner with corporations, such as developers of handheld devices, car companies, solution software developers, car manufacturers and insurance agencies

#### **txtresponsibly.org**

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- continue to network with national, regional and local transportation and safety organizations
- provide resources at no cost: educational literature, awareness materials, on-line tools (each of these targeted to specific age groups):
  - Youth Program (10-14 years; perhaps beginning younger)
  - Young Drivers (15-20 years)
  - Adults (20+ years)
- expand our awareness campaigns & education to address other negative texting behaviors
- hire a director for txtresponsibly.org
- continue to network with educational organizations & provide resources at no cost
- establish chapters in at least 6 regions of the U.S.
- develop an interactive memorial wall at txtresponsibly.org for loved ones who have died
- attend transportation safety events locally, regionally (such as Distracted Driving Summit 9/30/09)
- build a network of speakers to attend events around the U.S.
- be the lead advocate for change and information source regarding texting behavior

#### **Next Steps:**

- develop a billboard campaign to target ages 20+ and install in major cities
- develop radio public service announcements for national distribution
- design a magnet for cars
- create a 'texting etiquette' guide
- implement a 'cards on cars' guerilla marketing campaign
- create a video, 'I Took The Oath'
- design graphics to show trends in texting-while-driving accidents and injuries

#### **We will also continue to build on current campaigns:**

- continue to promote the 'Take the Oath' and 'Tell Your Stories' campaigns with 'Forward to a Friend' and other approaches
- raise awareness of new technologies that support 'Don't Text and Drive'
- keep our website updated and add new content regularly
- create new graphics that illustrate the dangers of TWD and reach target age groups

#### **Opportunities to partner with TxtResponsibly.org:**

- we want to partner with nonprofit organizations who share our mission and message whose audience is youth, teens and/or adults
- we want to partner with corporations who want to bring the txtresponsibly message to consumers

**Please contact us to discuss partnership opportunities:  
info@txtresponsibly.org or (207) 338-1740.**

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