

Project Worth

FY26 Q2 Results and FY26 Update

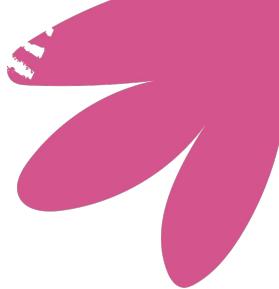
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New Campaign

The Evolution of Know the Signs

With this campaign, we set out to evolve Know the Signs by moving away from an emphasis on simply outlining signs and symptoms and instead taking a deeper look at problem gambling from multiple perspectives.

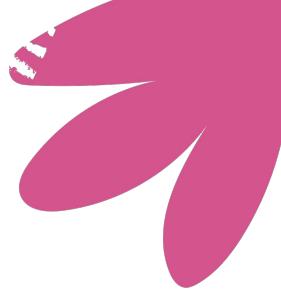
This evolution marks a move away from emotionally heavy storytelling toward an approach that meets people where they are—at a critical moment before a crisis occurs.



Know the Signs 2.0 Campaign

- Educate the public on problem gambling and harm prevention.
- Reduce stigma surrounding problem gambling in a positive and supportive way.
- Raise awareness of resources available across Nevada.
- Continue establishing Project Worth as a trusted and reliable support system.

Three Themes Within the Campaign



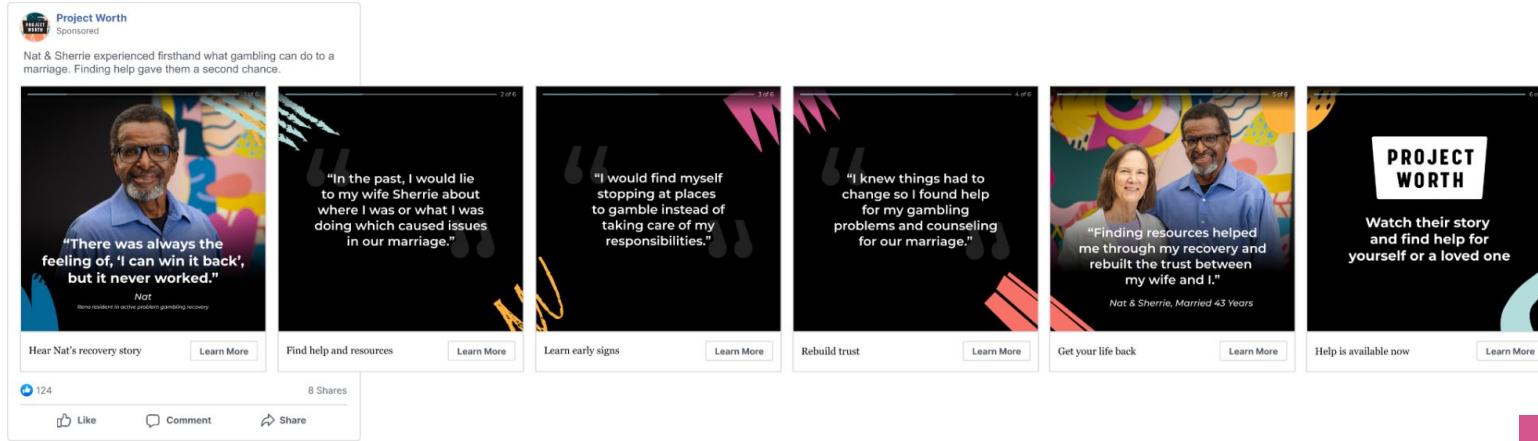
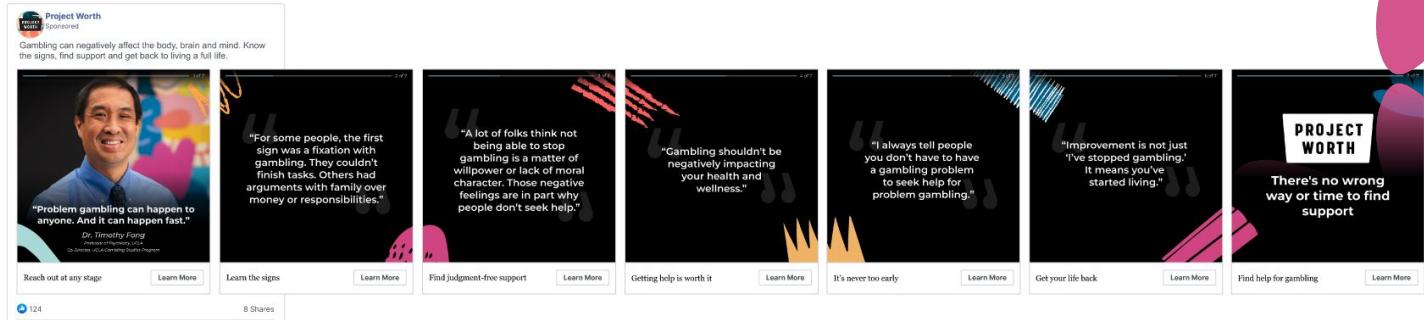
- **The brain science behind gambling**
 - Understanding the psychology behind gambling and breaking down shame and stigma.
- **Sports betting and online gambling awareness**
 - Addressing the rapid growth, visibility, and normalization of online gaming and sports betting.
- **The ripple effect of problem gambling**
 - Exploring how problem gambling impacts families, friends, and communities.



Campaign Details

- Campaign creative development was funded through the SB341 budget allocation.
- Individuals featured in the ads:
 - Dr. Fong
 - Denise Quirk
 - Nat and Sherri
 - Don
- Ad types:
 - Video - 0:15, 0:30 and 3:00
 - Display
 - Carousel
 - Static

Carousel Ads



Full Ad Set

Static Ads

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Online gambling and sports betting are more accessible than ever. What started out as fun can take a mental and financial toll.



“Gambling is available in our pockets 24 hours. It’s more important than ever to recognize problematic gambling behavior.”

Dr. Timothy Fong
Professor of Psychiatry, UCLA; Co-Director, UCLA Gambling Studies Program

Protect yourself
Learn warning signs

124 8 Shares

Like Comment Share

 **Project Worth**
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Don’t let negative feelings stop you from finding support if you think your gambling is out of control. Find judgment-free help and get your life back.



“What I see when people let go of shame and pain is they are able to heal and move forward to joy.”

Denise Quirk
Addictions Counselor and Marriage and Family Therapist

Get help for gambling
Take the first step

124 8 Shares

Like Comment Share

 **Project Worth**
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Nat lived in stress and secrecy because of his gambling for years. Then he found hope and help for himself and his family.



“There’s going to be some ups and downs, but never give up.”

Nat

It’s never too late
Healing starts here

124 8 Shares

Like Comment Share

 **Project Worth**
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On average 8 people are affected by 1 person’s gambling. Need support? Find resources and information.



“I absolutely believe that if you’re dealing with a loved one with a gambling problem, that you as the partner, need support.”

Sherrie

You’re not alone
Find help and resources

124 8 Shares

Like Comment Share

Sports & Online
Gambling

The Brain

Ripple Effect

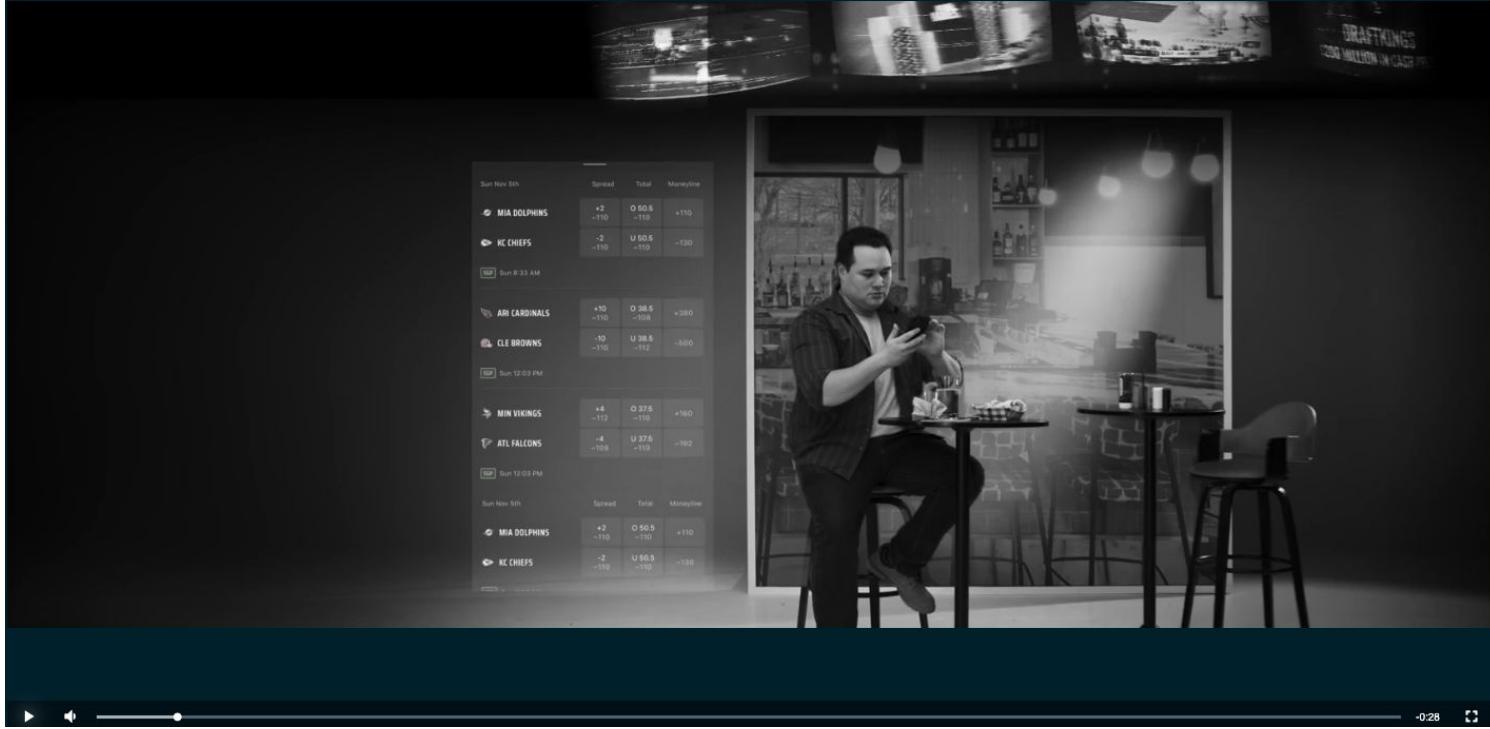
Full Ad Set

The Brain Video Ad 0:30



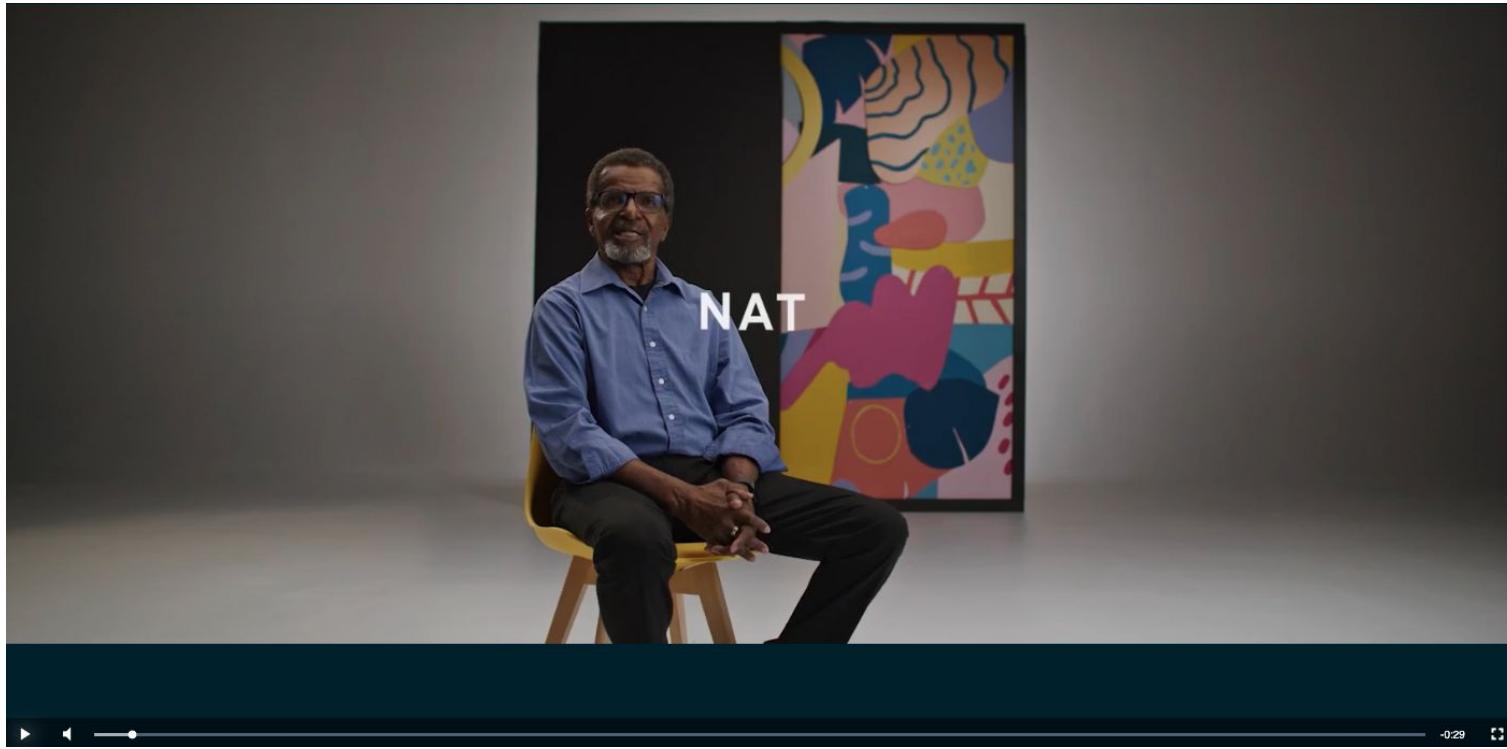
[Full Video Ad Set](#)

Sports Betting Video Ad 0:30



[Full Video Ad Set](#)

The Ripple Effect Video Ad 0:30



[Full Video Ad Set](#)

FY26 Update

Marketing Budget Breakdown in FY26

Services	Costs
Strategy and account management	\$10,012.50
Digital advertising and reporting	\$30,000.00
Social media	\$15,012.50
Website maintenance and hosting	\$3,900.00
Advertising hard costs	\$41,075.00
Total	\$100,000.00



FY26 Social Media

- After reviewing the performance of our organic social media channels over the past year, we noticed that while engagement and follower growth have increased slightly, they haven't expanded at the rate we'd like.
 - We believe this is because the subject matter is deeply personal, and many people may be hesitant to publicly engage with the content.
- Therefore, we decreased KPS3's service budget by \$10K and reallocated those funds to paid advertising hard costs where we can raise awareness. To align our efforts with this adjusted budget, we will no longer be posting on X, however, we will still be posting to Facebook and Instagram.

A large, stylized orange brushstroke number '22' is positioned in the bottom left corner of the slide, partially overlapping the bottom edge.

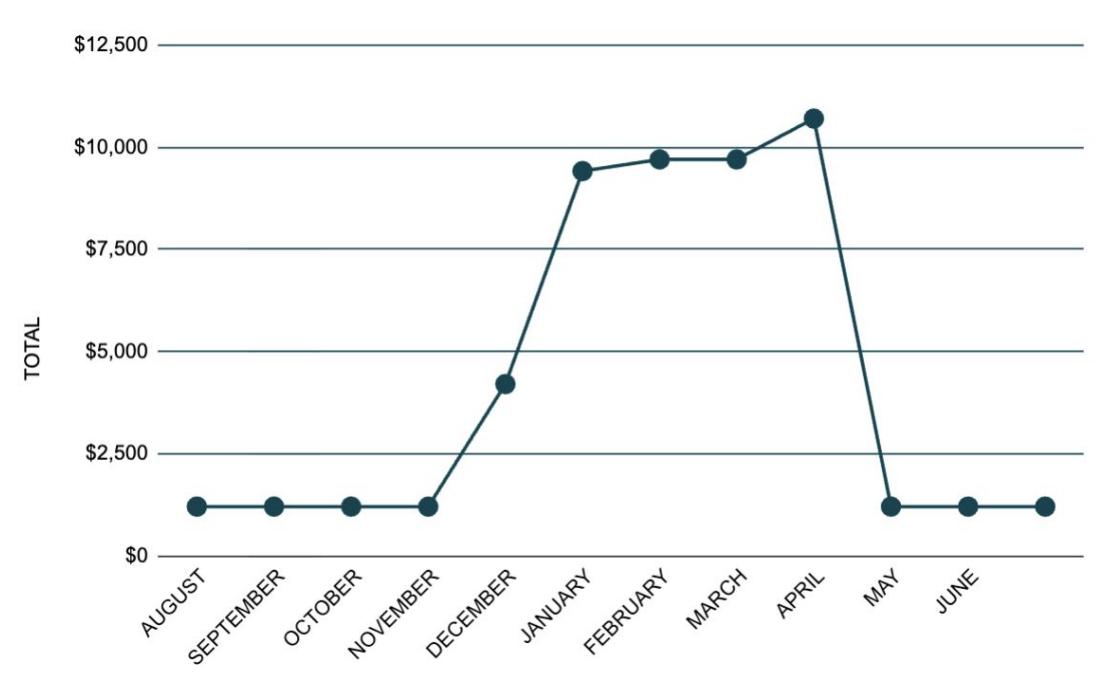
FY26 Paid Channels

- **Existing Channels:**
 - Google Paid Search
 - Meta Advertising
- **New Channels:**
 - Display
 - Online Video



Flighted Budget

Total FY26 Paid Media Budget \$52,115



The Big Game Initiative

From January 26 to February 8, we are allocating \$1,376 of the budget to deliver targeted problem gambling awareness messaging tied to sports betting, leveraging increased attention during this major sporting event.



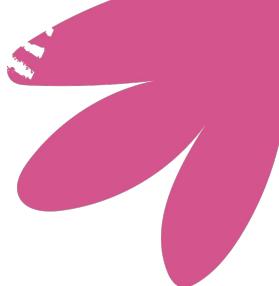
The following ads will run during this period:

- [Sports Betting 0:15 Video](#)
 - Stories & Reels
- [Sports Betting 0:30 Video](#)
 - Stories & Reels
 - In-Feed



Q2 Performance Highlights

October - December 2025

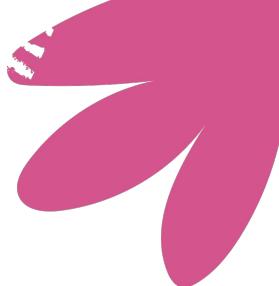


Q2 Website Performance

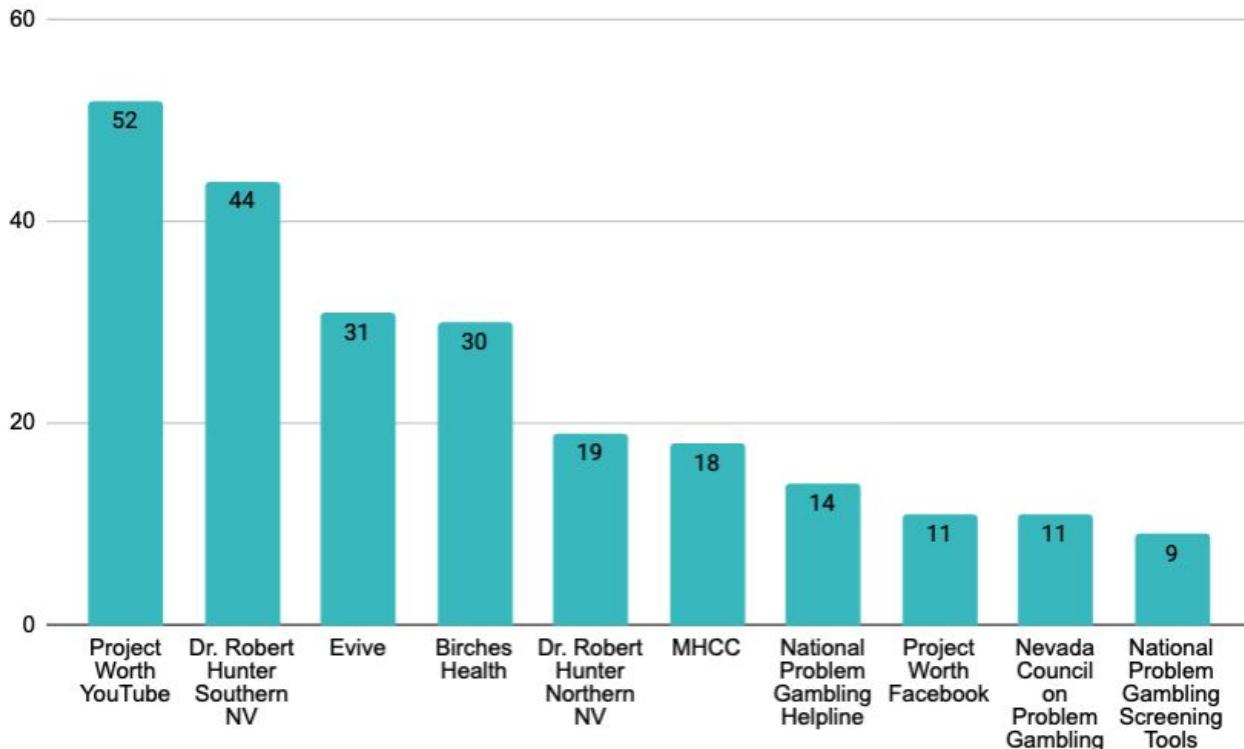
- Overall website traffic increased significantly by 542%, driven by increased investment in ad placements.
- Quiz engagement also increased, with quiz starts rising by 31% and quiz submissions increasing by 20%.
- Email and phone contacts saw a substantial increase, up 206% compared to the previous period.

DAILY WEBSITE SESSIONS QoQ





Q2 Outbound Links



The Dr. Robert Hunter International Problem Gambling Center website received a total of 63 clicks, ranking as the most-clicked link on the Project Worth site.

Q2 Paid Search Performance

- Clicks on contact options, such as phone numbers and email links, increased by an impressive 56% this quarter, with gains across both campaigns.
- Paid search recorded a 68% engagement rate (+4.5%) and 995 sessions (+5.2%) during the period.

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www.projectworthnv.org/

Redefine Your Worth - Gambling Support

If you think you or a loved one has a problem with gambling, Project Worth has resources. Gambling addiction treatment works. Take the first step in redefining your worth.

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www.projectworthnv.org/

Take the Confidential Quiz - Betting More Than Intended?

Gambling addiction treatment works. Take the first step in redefining your worth. If you think you or a loved one has a problem with gambling, Project Worth has resources.

Q2 Organic Social Media Performance

- Instagram followers: 1
- Facebook followers: 4

 Project Worth
November 21, 2025 ·  ...
Gambling is often tied to emotions like stress, boredom, or loneliness. But what starts as an escape can lead to more challenges in the long run.
The first step is noticing the pattern.
The next step? Reaching out for support that works for you.
Free, confidential help is available in Nevada.
ProjectWorthNV.org


Find support for problem gambling in Nevada with Project Worth.

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 projectworthnv · Following ·  ...
projectworthnv 5w
The holidays are a time to connect with the people who matter most. But if gambling is causing stress or distance in your relationships, it may be time for a change. Project Worth can help you find support and healthier ways to spend your time this season.
You are not alone. Support is available.
[Link in bio to learn more.](#)

No comments yet.
Start the conversation.

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December 10, 2025

Thank you.

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