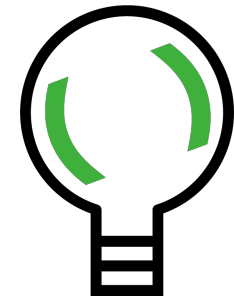


The logo for National Runaway Safeline features the text "National Runaway Safeline" in a sans-serif font. "National" and "Runaway" are in grey, while "Safeline" is in black. The text is enclosed within two large, green, curved brackets that form a partial circle around the words.

National Runaway Safeline



**NATIONAL
RUNAWAY
PREVENTION
MONTH**

Partner Call #3

**Hosting Creative &
Informative Events**



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Introductions



- Christopher Smith
Director of Marketing
& Communications
- Lexi Silvers
Chief Engagement Officer

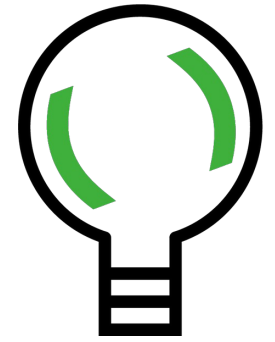


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Today's Objectives



- Gain an understanding of how special events can be an effective tactic in your overall NRPM plan
- Determine the types of events that create buzz in your community
- Learn how to engage and partner with others to maximize event awareness and support



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National Events

- Organized by NRS and FYSB, open to all partners and Youth Ambassadors
 - Encourage your supporters to participate, too!
- Nearly all are social media-centered
- Events calendar available on www.1800runaway.org



NATIONAL RUNAWAY PREVENTION MONTH

#NRPM2023 NATIONAL EVENTS

SOCIAL MEDIA BLAST Nov. 1
KICK OFF NRPM BY POSTING ON SOCIAL MEDIA! WE HAVE PROVIDED SEVERAL ASSETS TO MAKE RAISING AWARENESS EASY AND FUN. FIND SAMPLE MESSAGING AND GRAPHICS, AND VALUABLE TIPS IN OUR SOCIAL MEDIA TOOLKIT. AND OF COURSE, REMEMBER TO USE THE HASHTAG #NRPM2023 WHEN POSTING.

NATIONAL RESOURCE DAY Nov. 2
USE SOCIAL MEDIA TO SPOTLIGHT CRITICAL RESOURCES IN YOUR OWN COMMUNITIES, SHOWING YOUTH AND FAMILIES HOW THEY CAN ACCESS HELP. USE THE HASHTAG #NRPM2023, AND NRS MAY HIGHLIGHT WHAT YOU SHARE.
USE GRAPHICS AND POSTS IN OUR SOCIAL MEDIA TOOLKIT ON NATIONAL RESOURCE DAY AND THROUGHOUT THE MONTH!

EDUCATION WEEK Nov. 6 - 10
ALL WEEK, THE NATIONAL RUNAWAY SAFELINE LEADS AN ONLINE EDUCATIONAL SERIES TO INFORM THE PUBLIC ABOUT RUNAWAY AND HOMELESS YOUTH ISSUES. WE PROVIDE CURRENT STATISTICS, EXPLORE EXISTING ISSUES, OFFER RESOURCES, AND TOUCH UPON THE CHALLENGES OF NAVIGATING DIFFERENT SYSTEMS.

WEAR GREEN DAY Nov. 16
DRESS IN GREEN TO SHOW YOUR SUPPORT FOR NRPM AND POST PICTURES ON SOCIAL MEDIA WITH A MESSAGE ABOUT YOUR COMMITMENT TO YOUTH WHO HAVE RUN AWAY OR ARE EXPERIENCING HOMELESSNESS. SPARK A FRIENDLY COMPETITION AMONG CO-WORKERS, INVITE LOCAL ELECTED OFFICIALS, AND DRESS YOUR PETS IN YOUR FAVORITE SHADE OF GREEN!

LIGHT THE NIGHT Nov. 17
NRPM PARTNERS ACROSS THE COUNTRY HOST LIGHT THE NIGHT COMMUNITY EVENTS TO RAISE AWARENESS OF YOUTH HOMELESSNESS AND ENGAGE INDIVIDUALS AND COMMUNITIES IN EFFORTS TO SUPPORT YOUTH WHO ARE CONSIDERING RUNNING AWAY OR ARE EXPERIENCING HOUSING INSTABILITY.
PREVIOUS EVENTS HAVE INCLUDED RESOURCE FAIRS, SLEEP OUTS, CANDLELIGHT CEREMONIES, OPEN MIC NIGHTS, WALKS, AND MORE.

SOCIAL MEDIA LIVE CHAT Nov. 21
THE NATIONAL RUNAWAY SAFELINE WILL HOST A LIVE CHAT ON INSTAGRAM AND THREADS AT 3:00 PM ET / 2:00 PM CT TO DISCUSS A RANGE OF TOPICS RELATED TO YOUTH HOMELESSNESS. FOLLOW ALONG AND PARTICIPATE @1800RUNAWAY AND USE THE HASHTAG #NRPMCHAT. REGISTERED PARTNERS WILL RECEIVE CHAT QUESTIONS IN ADVANCE.

LUNCH & LEARN SERIES
THE NATIONAL RUNAWAY SAFELINE WILL HOST THREE VIRTUAL LUNCH AND LEARNS COVERING TOPICS RELATED TO RUNAWAY AND HOMELESS YOUTH. IN PREVIOUS YEARS, NRS STAFF HAVE BEEN JOINED BY EXPERTS TO DISCUSS THE INTERSECTION OF MENTAL HEALTH AND YOUTH HOMELESSNESS AND NEW DATA REPORTS DEVELOPED BY NRS AND CHAPIN HALL AT THE UNIVERSITY OF CHICAGO.

**GET INVOLVED
TAKE ACTION
MAKE A DIFFERENCE**

1800RUNAWAY.ORG/NRPM

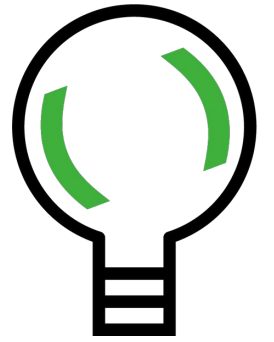


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Planning Events



Questions to Ask When Planning an Event:

- What are the goals of your event?
- Who is your target audience?
- What types of events resonate with your community members and supporters?
- When is the best time to host your event (day of the week, time of day)?
- Are there other NRPM partners in your community and are they planning local events?



Planning Events



What are the goals of your event?

- Get to know other local youth-supporting organizations
- Establish connections with local leaders and legislators
- Build your donor base or recruit new volunteers



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Planning Events



Who is your target audience?

- Reach local parents through social media groups
- Connect with local leaders through lighting and proclamation requests, or event invitations
- Partner with schools, local libraries or after school programs to build awareness among young people



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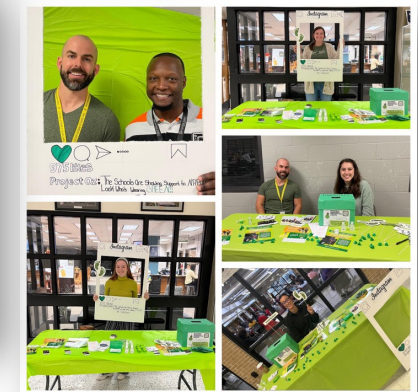
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Planning Events



What types of events resonate with your community members and supporters?

- Research events that align with your goals and appeal to your audience (5K run, resource fair, breakfast roundtable)
- Reach out to local schools about hosting events, including events during school hours



Planning Events



When is the best time to host your event?

- Consider your audience's lifestyle and schedule, and plan accordingly (if they work or attend school, host an event in the evening or on a weekend)
- When determining the best time of day to host an event, consider how long it will take people to participate

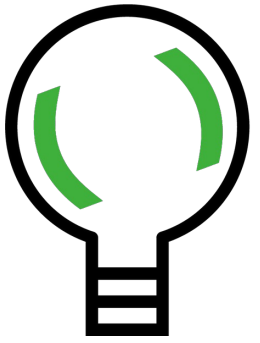


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Planning Events



Are there other NRPM partners in your community and are they planning local events?

- These partners may be open to collaboration
- Are there potential corporate partners who may be interested in providing space, access to technology or financial support?

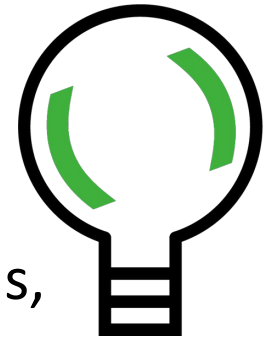


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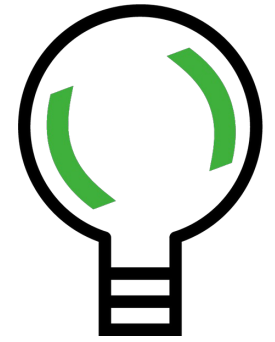
Engagement & Awareness



- Share event information on social media, in newsletters and emails, and on your website
- Send a press release and/or media alert to local media outlets; encourage on-site coverage, invite media to attend the event and possibly participate, if appropriate
- Consider incentivizing early registration or participation
- Include interactive elements that encourage attendees to get involved, such as workshops, hands-on demonstrations, or interactive displays.



Engagement & Awareness



- Start promoting your event well in advance
- Make your event accessible to people with disabilities by providing appropriate facilities, signage, and assistance
- Send thank-you notes or emails to attendees, sponsors, and volunteers to express gratitude.
- Continue engaging with attendees through follow-up communications and updates on your organization's work

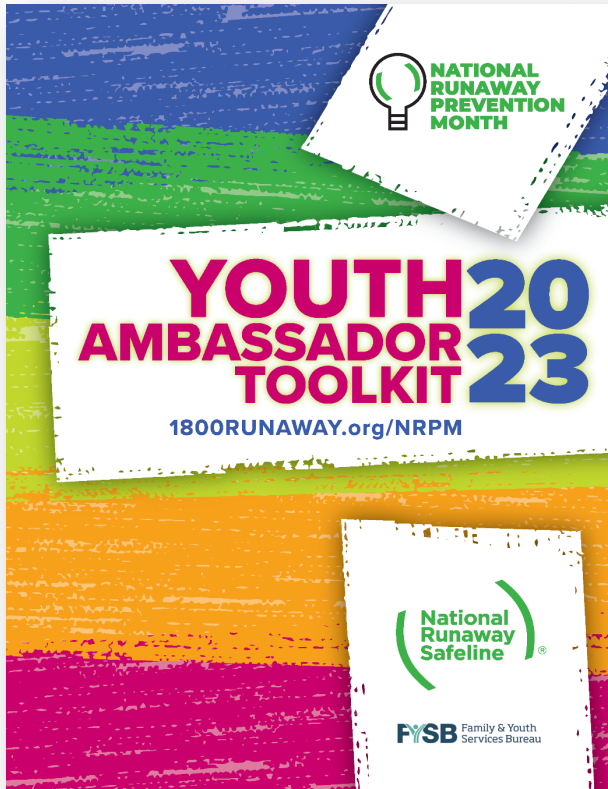
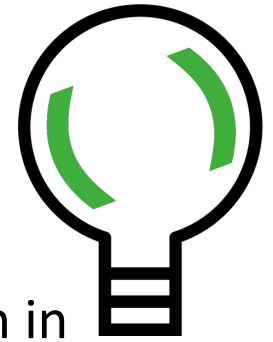


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Incorporate the Youth Voice



- Include young people involve with your organization in your planning efforts
- Invite a youth with lived experience or a panel of young people to share their perspectives as part of your event, if appropriate
- Encourage young people from your programs or community to become NRPM Youth Ambassadors; they may host their own events with guidance from NRS and the Youth Toolkit

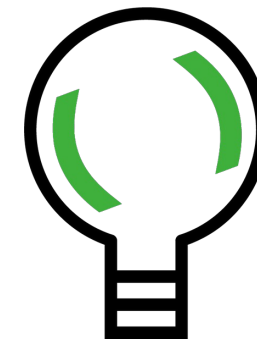


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HOW TO REACH US



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