PARTNER CALL #2:
USING THE NRPM TOOLKITS
Choose Your Toolkit

**Partner Toolkit**

- Runaway and Homeless Youth (RHY) Organizations
- Schools and after school programs
- Local leaders, organizations and anyone committed to supporting youth and families

**Youth Toolkit**

- Young people willing to share their perspectives and ideas...

---

**WHO SHOULD USE THIS TOOLKIT?**

**THIS TOOLKIT IS A VALUABLE RESOURCE FOR A VARIETY OF PARTNERS**

- Runaway and Homeless Youth (RHY) organizations, including street outreach, emergency shelters and long-term transitional living, child welfare organizations, maternity group home programs and national partners who work directly with youth, are encouraged to participate in NRPM. Individuals within these organizations see firsthand the magnitude of the issue and can help bring awareness and highlight the support and resources available for those who are struggling.

- Schools and after school programs are an important part of reducing the number of runaway and homeless youth. Often serving as a community hub of resources and connections, schools and after school programs are in a unique position to implement early intervention and prevention tools, bring awareness to the issue and link young people to information that may be valuable services.

- Local leaders, and anyone committed to supporting youth and families can bring awareness to the issues faced by runaway and homeless youth. This includes city governments, county leadership, spiritual organizations, service organizations and more. With the support of local leaders and organizations, NRPM can bring key issues to the forefront and ensure community engagement.

**ENGAGING YOUTH IN NRPM AS YOUTH AMBASSADORS**

NRPM is most effective when young people get behind the effort. While providing fun, meaningful activities, the campaign also presents youth with an opportunity to share their perspectives and ideas for a worthwhile cause. Further, young people are able to energize their peers and communities to help bring awareness to the needs of runaway and homeless youth. We encourage you to involve youth in your NRPM activities whenever possible.

For young people who become NRPM Youth Ambassadors, we offer the NRPM Youth Toolkit, a resource designed specifically to support young partners. The Youth Toolkit can be found on the NRPM website.
2022 Partner Toolkit

- Goals and history
- Events and activities
  - Tips for hosting events
  - 2022 National Events
- Spreading the word
- Resources
- Messaging guide

1800RUNAWAY.org/NRPM
2022 Youth Toolkit

- Letter from the Y.A.B.
- The Issue
- Advocating for Yourself and Others
- Where Do I Start?
- Messaging
- Resources
2022 Youth Ambassadors

- Young people who want to use their voices to create lasting change
- Young people who want to educate others, share information and complete acts of service that directly impact runaway and homeless youth
- Young people who want to actively engage in NRPM, whether through events, social media posts, or through volunteer opportunities to creatively spread the word about the issues facing runaway and homeless youth.

**2022 Youth Ambassador Requirements:**

- Be a high school student or 18 years old
- Be willing to make public appearances
- Be able to give interviews
- Be able to speak on issues facing youth in the community
- Be able to attend training sessions
- Be able to participate in events and activities
- Be able to represent their community
- Be able to advocate for youth rights
- Be able to work with others
- Be able to listen and learn
- Be willing to make a difference
- Be willing to lend a helping hand
- Be willing to share your story
- Be willing to be a role model
- Be willing to be a leader
- Be willing to be a friend
- Be willing to be a mentor
- Be willing to be a supporter
- Be willing to be a future

**Become a 2022 Youth Ambassador**

[Sign up today at 1800RUNAWAY.ORG/NRPM]
Partnership Overview

- The partner community continues to grow – and we aim to have partners representing every state to make this a truly national initiative.

- If you collaborate with organizations who may be interested in becoming an NRPM partner, let them know about the campaign and how to get involved.

- Partners receive various benefits, from guidance to event invitations to welcome packages. The packages will be in the mail soon!
Partnering With Others

The toolkit will be helpful for your organization as well as others in your community (so feel free to share):

- Schools and after school programs
- Local RHY organizations who may not be aware of or involved with NRPM
- Community leaders, such as members of city council and the mayor
- Religious institutions, scouting organizations (BSA, GSA, etc.), local 4H programs and more
WHAT SPECIFIC GROUPS OR ORGANIZATIONS COME TO MIND WHEN IT COMES TO COLLABORATION?
Campaign Resources

1 8 0 0 R U N A W A Y . o r g / N R P M

LOCAL OUTREACH
- Sample Proclamation (DOC)
- Runaway Month Toolkit
- Digital Resources (DOC)

DIGITAL MEDIA
- Digital Resources (DOC)
- NRPM Toolkit (DOC)
- Social Media Graphics (DOC)
- Facebook & Instagram Posters (PDF)
- System Social Media Graphic (DOC)
- Posters (PDF)

NRPM LEARNING
- NRPM Partners Call Service (URL)
- NRPM Learning (URL)

PUBLIC RELATIONS
- Press release
- Media alert template
- Letter to the editor or guest article

SOCIAL MEDIA
- Social Media Toolkit, including:
  - Graphics
  - Sample posts
  - Facebook cover, Twitter header, and LinkedIn banner

CAMPAIGN RESOURCES

To help spread the word about National Runaway Prevention Month, we have created resources that can be used on social media, in outreach to traditional media, in e-mail campaigns and more. All of the materials listed are available at 1800RUNAWAY.org/NRPM.

- Sample proclamation
- Proclamation request letter

- Canvas file to cross-brand NRPM graphics with your organization’s logo
- TikTok stickers and filters for Instagram

GET INVOLVED. TAKE ACTION. MAKE A DIFFERENCE.
EVERY YEAR 4.2 MILLION YOUNG PEOPLE ENDURE SOME FORM OF HOMELESSNESS

69% OF HOMELESS YOUTH REPORT HAVING MENTAL HEALTH PROBLEMS

1800RUNAWAY@1800RUNAWAY
@NATIONALRUNAWAYSAFELINE
Messaging Guide

There are 8 different messaging guides available, covering the following:

- Abuse
- Human Trafficking
- System-involved Youth
- Youth in Foster Care
- Vulnerable Youth
- Native American Youth
- Youth with Disabilities
- Education and Schools
OUR VIEW: Shining a light together

Nov 16, 2021

Payne County Youth Services is recognizing National Runaway Prevention month with a candlelight vigil 7 p.m. Wednesday at the corner of 12th and Western in Stillwater.

We don’t always think about the problems we can’t visualize, but homelessness among young people is very real.

According to data collected by PCYS, one in 10 young adults between the ages of 18 and 25, and at least one in 30 adolescents between the ages of 13 and 17 experience some form of homelessness over the course of a year. They may be couch surfing, sleeping on the streets, or staying in shelters.
CONTACT INFORMATION

CHRISTOPHER SMITH
Communications & Graphic Design Manager
csmith@1800RUNAWAY.org || 773-289-1716

JEFF STERN
Chief Engagement Officer
jstern@1800RUNAWAY.org || 773-289-1732

GET INVOLVED.
TAKE ACTION.
MAKE A DIFFERENCE.

1800RUNAWAY.ORG/NRPM