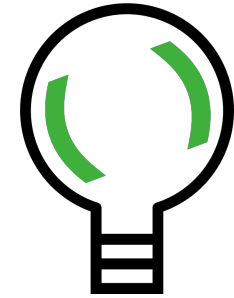




# National Runaway SafeLine



**NATIONAL  
RUNAWAY  
PREVENTION  
MONTH**

**Partner Call #1**

**An Introduction to  
NRPM 2023**



**@1800RUNAWAY**



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# Introductions



- Christopher Smith  
Director of Marketing and  
Communications
- Beth Richman  
PR Consultant



- Michelle Bart  
President & Founder



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# Today's Objectives



- Inform partners about National Runaway Prevention Month (NRPM) and the role partners play in the campaign
- Preview 2023 events/activities and resources, including NRPM Toolkit, Youth Toolkit and other materials
- Share ways previous partners have participated in NRPM to identify effective ways to engage your community and supporters

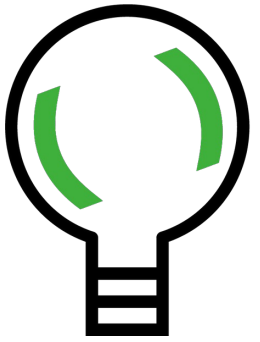


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# What is an NRPM Partner?



125+ organizations and 25+ Youth Ambassadors have signed on as NRPM 2023 partners  
– our goal is to have representation from every state!

## Partners receive:

- Invitations to national events and activities
- Useful information and resources, including Toolkits filled with ideas, social media tips and links to materials
- Direct guidance and support via partner calls and from the NRS staff
- Invitation to the virtual awards ceremony and celebration, with an opportunity to be recognized for your hard work



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# National Events

## How To Participate:

- Calendar of events available on the [www.1800runaway.org](http://www.1800runaway.org)
- Ideas & assistance available from NRS staff and other NRPM partners
- Follow NRS on social media



**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.

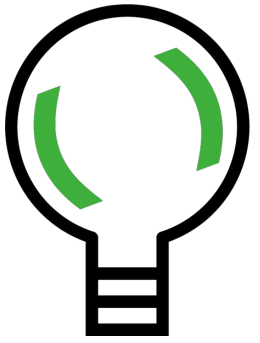
**LUNCH & LEARN SERIES**  
THE NATIONAL RUNAWAY SAFELINE WILL HOST THREE VIRTUAL LUNCH AND LEARNS COVERING TOPICS RELATED TO RUNAWAY AND HOMELESS YOUTH. IN PREVIOUS YEARS, NRS STAFF HAVE BEEN JOINED BY EXPERTS TO DISCUSS THE INTERSECTION OF MENTAL HEALTH AND YOUTH HOMELESSNESS AND NEW DATA REPORTS DEVELOPED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

**GET INVOLVED  
TAKE ACTION  
MAKE A DIFFERENCE**

**1800RUNAWAY.ORG/NRPM**



# National Events



## NOVEMBER 1 - SOCIAL MEDIA BLAST

NRPM 2023 will kick-off with a massive push on all available social media channels:

- Partners and their supporters will use #NRPM2023 filters, stickers, and NRS-provided graphics to make a BIG SPLASH on launch day
- The new 2023 NRPM Social Media Toolkit provides partners with graphics, information, captions and more tools to make this

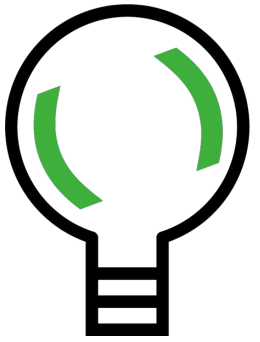


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# National Events



## November 2 - National Resource Day

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.



## November 6 – 10 Education Week

- The National Runaway Safeline leads an online educational series to inform the public about runaway and homeless youth issues.
- Partners are encouraged to share NRS Education Week graphics or create their own.

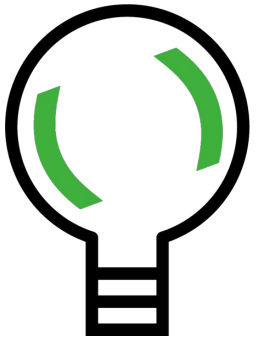


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# National Events



## November 4 - Wear Green Day

- 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.
- Have fun with it - spark a friendly competition among co-workers, invite local elected officials or law enforcement to dress head to toe in green, and dress your pets in your favorite shade of green.



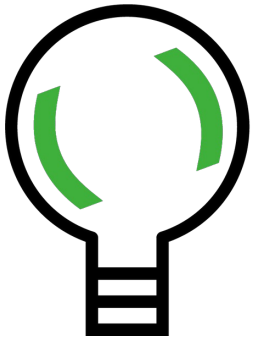
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# National Events



## NOVEMBER 17 – LIGHT THE NIGHT



NRPM partners 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.



- Resource fairs
- Sleep outs
- Candlelight ceremonies
- Open mic nights
- Walks
- What are your ideas?

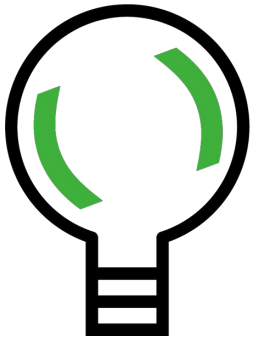


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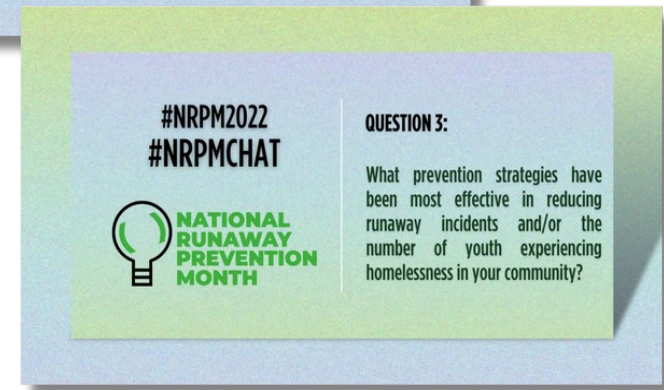
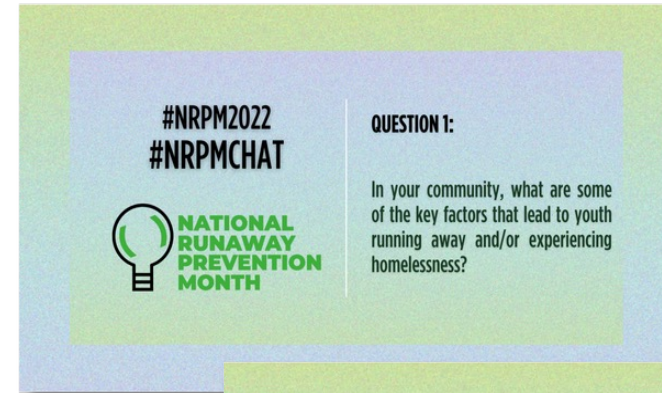
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# National Events



## NOVEMBER 21 – LIVE CHAT

- The National Runaway Safeline will host an engaging and informative 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.

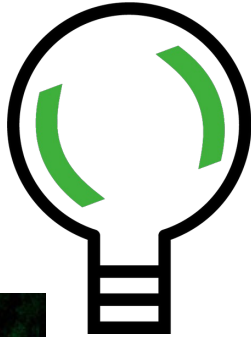


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# Green Light Project



Contact local landmarks and buildings to request they be lit up green during NRPM!

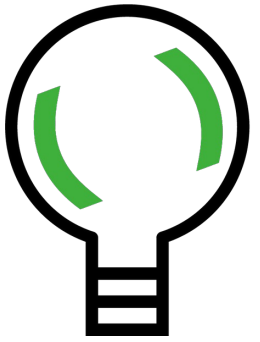


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# 2023 TOOLKITS



## PARTNER TOOLKIT

- NRPM History and Goals
- Tips on spreading the word in your community
- Event and activity ideas
- Tips for hosting events
- Explanation and preview of available tools and resources

## YOUTH TOOLKIT

- Understanding the issues
- How to be a Youth Ambassador
- Resources
- Event and activity ideas

## NEW IN 2023 SOCIAL MEDIA TOOLKIT

- Breakdown of each platform and tips on maximizing engagement with their unique tools
- Messaging guide with recent statistics

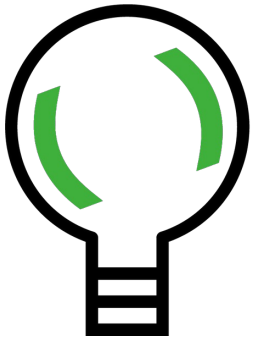


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# Youth Ambassador Program



- NRPM Youth Ambassadors demonstrate support for their peers by planning events, spreading the word about NRPM on social media, volunteering with local nonprofits.
- Having the youth voice as part of NRPM adds authenticity and helps to reach more young people directly.
- Engage the young people you serve, encourage them to get involved as Youth Ambassadors: <https://www.1800runaway.org/ambassador>

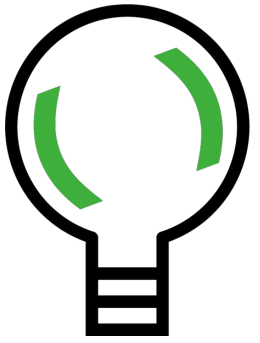


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# Additional Awareness Building



1. Include an NRPM article on your website and/or in your newsletter
2. Pitch stories to your local media (TV, radio and print outlets)
3. Consider paid social media content
4. Pursue a proclamation from local government officials
5. Distribute NRS's commitment cards, encourage sharing on social media
6. Embrace local celebrities and community leaders

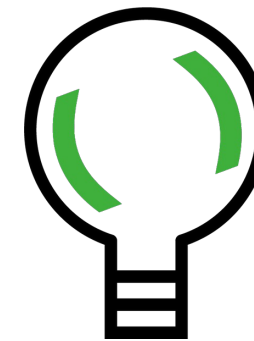


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# HOW TO REACH US



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