Partner Call #3
Hosting Creative & Informative Events
Introductions

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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
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

#NRPM2023
NATIONAL EVENTS

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

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

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 INVOLUNTARY.

PREVIOUS EVENTS HAVE INCLUDED RESOURCE FAIRS, SLEEPOUTS, CANDLESERVICE, OPEN NIGHTS, WALKS, AND MORE.

GET INVOLVED MAKE A DIFFERENCE
1800RUNAWAY.ORG/NRPM

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

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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
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
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
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
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?
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.

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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
Incorporate the Youth Voice

• Include young people involved 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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