



**NATIONAL
RUNAWAY
PREVENTION
MONTH**



PARTNER CALL #5:

**Hosting Virtual
& Hybrid Events**

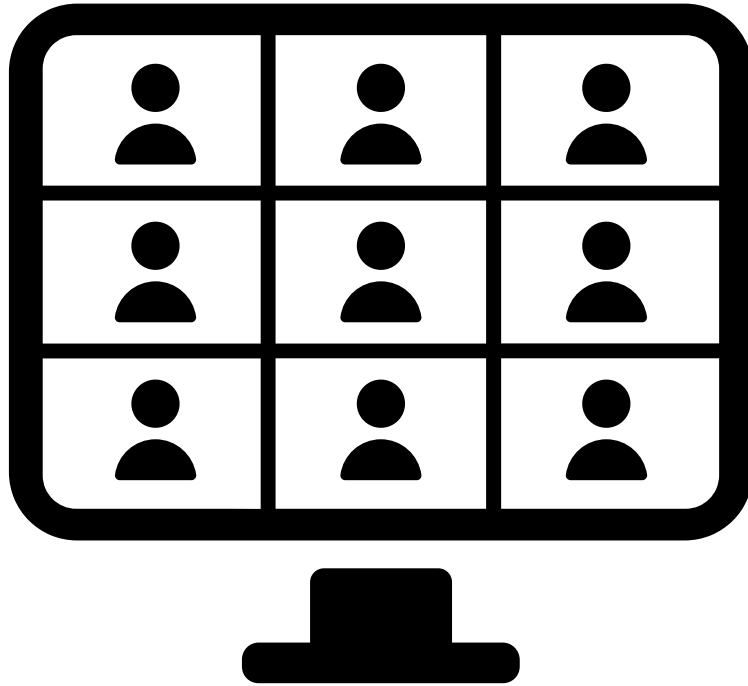


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Today's Objectives



- Understand how special events can work into your overall NRPM plans
- Learn effective engagement and planning strategies
- Explore NRS-hosted event opportunities



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Planning Events



- Determine the most appropriate type of event for your organization, i.e., SleepOut, 5K Run/Walk.
- Work with local organizations, partners and other community-based providers
- Identify corporate partners who may be interested in providing space, access to technology or financial support
- Build upon an existing event or effort already planned for November in your community
- Use resources, materials and graphics from NRS and co-brand these items to localize the information



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Engagement and Awareness

- **Develop an outreach plan for getting the word out about your upcoming event**
- **Use social media, your website, email, newsletters and local partners to help spread the word**
- **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 an incentive for early registration/participation –NRPM goodies, prizes, etc.**



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Involving the Youth Voice

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



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Event Ideas

IN PERSON

Film Screening

Community Resource Fair

Community Leaders Panel

Running Event/Race

Wear Green Day

Slam Poetry Reading

VIRTUAL

Virtual Film Screening

Virtual Resource Fair

Virtual Roundtable

Charity Miles Race

Wear Green TikTok Challenge

Slam Poetry Reading



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**NATIONAL
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2022 NATIONAL EVENTS

SOCIAL MEDIA BLAST **Nov. 1**

KICK OFF NATIONAL RUNAWAY PREVENTION MONTH BY POSTING ON SOCIAL MEDIA! WE HAVE PROVIDED SEVERAL ASSETS TO MAKE RAISING AWARENESS EASY AND FUN, INCLUDING FILTERS FOR INSTAGRAM AND FACEBOOK STORIES, AND STICKERS FOR TIKTOK.

EDUCATION WEEK **Nov. 1 - 4**

THE NATIONAL RUNAWAY SAFELINE (NRS) WILL LEAD AN ONLINE EDUCATIONAL SERIES ABOUT A VARIETY OF RUNAWAY AND HOMELESS YOUTH ISSUES. FOLLOW NRS ON [FACEBOOK](#), [TWITTER](#), [TIKTOK](#) & [INSTAGRAM](#) AHEAD OF TIME TO JOIN THE CONVERSATION.

NATIONAL RESOURCE DAY **Nov. 2**

THROUGHOUT THE DAY, PARTNERS WILL USE SOCIAL MEDIA TO SPOTLIGHT RESOURCES IN THEIR OWN COMMUNITIES, SHOWING THOSE IN NEED HOW THEY CAN ACCESS HELP. USE THE HASHTAG #NRPM2022, AND NRS WILL HIGHLIGHT WHAT YOU SHARE!

TWITTER CHAT **Nov. 4**

STARTING AT 2:00 PM CST NRS WILL HOST A TWITTER CHAT TO DISCUSS RUNAWAY & HOMELESS YOUTH ISSUES WITH NRPM PARTNERS AND INDIVIDUALS. FOLLOW ALONG AND PARTICIPATE [@1800RUNAWAY](#) AND USE THE HASHTAG [#NRPMCHAT](#).

WEAR GREEN DAY **Nov. 10**

DRESS IN GREEN TO SHOW YOUR SUPPORT FOR NRPM. FOR ADDED IMPACT, POST A PICTURE ON SOCIAL MEDIA WITH A MESSAGE ABOUT YOUR COMMITMENT TO RUNAWAY AND HOMELESS YOUTH AND INCLUDE THE HASHTAG #NRPM2022.

LIGHT THE NIGHT **Nov. 17**

YOUTH SERVICE AGENCIES, COMMUNITY GROUPS AND INDIVIDUALS ACROSS THE COUNTRY WILL HOST EVENTS TO "SHINE A LIGHT" ON THE ISSUES & SHOW SOLIDARITY WITH YOUTH IN CRISIS. CHECK OUT THE NRPM HOMEPAGE FOR EVENTS IN YOUR AREA!

**GET INVOLVED.
TAKE ACTION.
MAKE A DIFFERENCE.**

LUNCH & LEARN SERIES

THE NATIONAL RUNAWAY SAFELINE WILL HOST THREE VIRTUAL LUNCH AND LEARNS COVERING TOPICS RELATED TO RUNAWAY AND HOMELESS YOUTH. VISIT THE NRPM HOMEPAGE TO FIND THE LATEST DETAILS AND REGISTRATION INFORMATION.

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National Events

- Rally your supporters and encourage them to participate
- Start preparing today!
- Capture special moments on camera and post them on social media with #NRPM2022



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