



**NATIONAL
RUNAWAY
PREVENTION
MONTH**

NRPM Partner Call

NRPM 101

August 19, 2021

Objectives

- Inform partners about National Runaway Prevention Month (NRPM) and the role partners play in the campaign
- Preview 2021 events/activities and resources, including NRPM Toolkit, Youth Toolkit and others
- Share ways previous partners have participated in NRPM
- Identify effective ways to engage your community and supporters

What is NRPM?

- Led by NRS, with support from the Family and Youth Service Bureau (FYSB), as well as partner organizations and Youth Ambassadors, National Runaway Prevention Month (NRPM) is an annual public awareness campaign designed to:
 - **Increase awareness** of the runaway and homeless youth crisis and the issues these young people face.
 - **Educate the public** about solutions and the role they can play in runaway prevention and ending youth homelessness.
- Every November, organizations and Youth Ambassadors host events and activities and implement social media campaigns to highlight the experiences of runaway and homeless youth.
- Use this milestone to showcase resources available to homeless and at-risk youth, and provide a source of light, hope and support for young people.

NRPM Partnerships

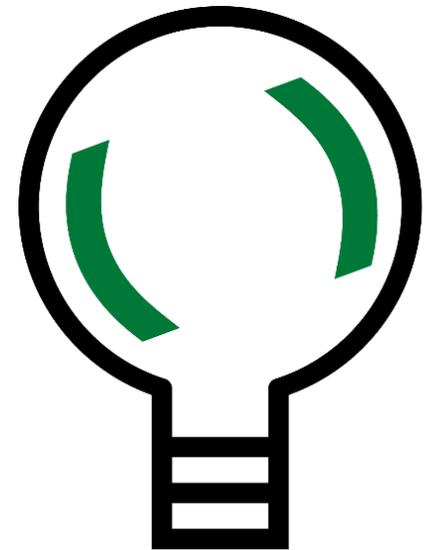
We are so grateful you have joined the NRPM partner community!

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

Partners receive:

- Welcome packet of goodies
- Invitations to national events and activities
- Toolkits filled with ideas and resources
- Guidance/support via partner calls

New this year: an awards program to recognize the most creative partners who are actively engaging their communities during NRPM.



NRPM 2021 Events

November 1 – Social Media Blast

The campaign kicks off with an easy social media activity: Facebook Profile Picture Day

- Encourage supporters to add the NRPM frame to their Facebook profile or post with the NRPM Instagram filter (assets provided by NRS).
- Sharing these posts shows support for runaway and homeless youth during November.

November 2-6 - Education Week

Throughout the week, the National Runaway Safeline will lead an online educational series to inform the public about runaway and homeless youth issues.

Connect with us on [Facebook](#), [Twitter](#), and [Instagram](#) now – and join the conversation, and encourage supporters to participate, too.

NRPM 2021 Events

November 2 – Resource Day

November 5 - Twitter Chat

Discuss issues related to runaway and homeless youth and showcase the resources you offer young people in crisis.

Follow along for the Chat and participate @1800RUNAWAY, and use the hashtag #NRPMChat.

November 10 – Wear Green Day

Dress in green to show your support for ending youth homelessness and post a picture, message and the hashtag #NRPM2021 on social media to increase visibility of NRPM.

Tag NRS and we may feature your picture on our social feeds!

November 17 – Light the Night Community Events

Host events to “shine a light” on the issues and show solidarity with youth in crisis.

Past events have included: resource fairs, candlelight vigils, sleep outs, pop up markets, and more!

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Shine a Light



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2021 NRPM Partner Toolkit

Coming Soon

Overview:

- Tips on communication and spreading the word
- Event and activity ideas
- Tips for hosting events
- Messaging guide
- Statistics and talking points
- Resources, templates



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NRS

2021 NRPM Youth Toolkit

Coming Soon

Overview:

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



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Engage Your Community

Beyond National Events

- Host a panel discussion
- Host a fundraiser, i.e., 5K race
- Include an NRPM article on your website and/or in your newsletter
- Pitch stories to your local media (TV, radio and print outlets)
- Use social media to educate and excite your audience
- Pursue a proclamation from local government officials
- Contact local landmarks about being lit green during NRPM
- Enlist help from youth, empower them to plan activities for their peers
- Distribute NRS's commitment cards, encourage sharing on social media

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Group Discussion/Brainstorm

- What activities have you successfully executed in support of other awareness campaigns or past NRPM campaigns and how can they be modified in 2021?
- What new suggestions/ideas do you have for this year?
- What public awareness campaign activities have you seen/read about that you would like to try, but are unsure how to plan?

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