

The logo features a large white circle on a blue background. Inside the circle, the text "National Runaway Safeline" is written in a bold, sans-serif font. "National" and "Runaway" are in a lighter grey, while "Safeline" is in black. Two green curved lines, resembling parentheses, flank the text. A registered trademark symbol (®) is located to the right of the text.

**National
Runaway
Safeline**®

NRPM Partner Call

It's a Digital World -
Hosting Virtual & Hybrid
Events

October 21, 2021



National Runaway Prevention Month (NRPM)

National Runaway Prevention Month (NRPM) is an annual awareness and prevention campaign held in November, focused on issues facing runaway and homeless youth.

The campaign goals are:

- To raise awareness of the runaway and homeless youth crisis, and the issues that these young people face
- To educate the public about solutions and the role they can play in runaway prevention and ending youth homelessness



Learning Objectives

- Understand the role of hybrid and virtual events as part of NRPM
- Learn effective engagement and planning strategies
- Identify platforms and methods for hosting virtual events
- Explore NRS-hosted event opportunities

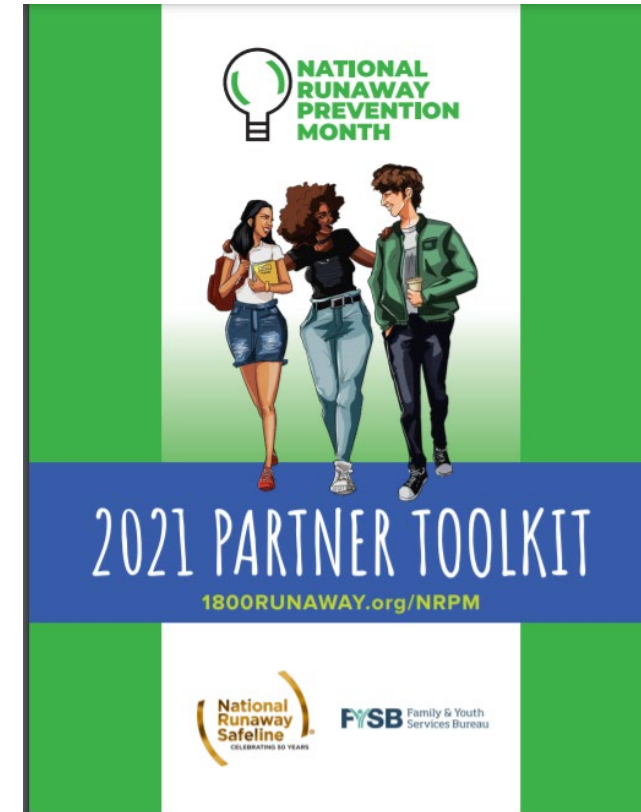


Planning Events: Collaboration

- 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

Planning Events: Engagement & 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 to local media outlets
- Consider an incentive for early registration/participation – NRPM goodies, prizes, etc.



Planning Events: Involve Young People



- 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

<https://cdn.1800runaway.org/wp-content/uploads/2021/10/NRPM-Youth-Ambassador-Toolkit-2021-FINAL.pdf>



Events Ideas & Sample Virtual Platforms

| In-Person | Virtual | Virtual Platform |
|------------------------------------|------------------------------------|--------------------------------|
| Movie/Film Screening | At-Home Streaming | GAZE |
| Community Resource Fair | Virtual Resource Fair | Hopin |
| Community Leaders Panel Discussion | Community Leaders Panel Discussion | Zoom |
| 5k Race | Virtual 5k Race | Charge Running |
| Wear Green Day | Wear Green Day Photo Collage | Zoom/Teams/Email/Adobe |
| Battle of the Bands | Virtual Battle of the Bands | Event.Gives |

Let's Talk: Runaway Prevention Curriculum



- 14-module free prevention curriculum
- Host a series of on-line youth-led/youth-focused discussion groups; offer a train-the-trainers session on using the curriculum; partner with a local school or after school program to host an event using a module from the curriculum

NRS' National Events

**NATIONAL
RUNAWAY
PREVENTION
MONTH**

**Shine A Light On
Runaway & Homeless Youth**

2021 National Events

**Social Media Blast**
Monday, November 1

Add the "Shine a Light" filter to your Facebook profile picture, or post with Instagram and TikTok filters to show your support of runaway and homeless youth for the entire month.

**Lunch and Learn Series**
November 1, November 22, and
November 30 @ 12:30PM ET

Grab lunch, invite your friends & colleagues, and join us for online discussions on key issues facing runaway and homeless youth. Check the NRPM website for updates on the topics for each session.

**Education Week**
November 1-5

The National Runaway Safeline (NRS) will lead an online educational series about a variety of runaway and homeless youth issues. Connect with NRS on Facebook, Twitter, and Instagram ahead of time to join the conversation.

**National Resource Day**
Tuesday, November 2

Throughout the day, NRS will highlight valuable resources available across the nation. Organizations are encouraged to talk about their programs and services on social media. Let's show runaway and homeless youth that they are not alone.

**Twitter Chat**
Friday, November 5 @ 3:00PM ET

Join NRPM partners for a Twitter Chat featuring a discussion about runaway and homeless youth issues and how you can play a role in ending youth homelessness.

**Wear Green Day**
Wednesday, November 10

Dress in green, the color of NRPM! For added impact, invite your friends and colleagues to join you, and post a picture with a message about your commitment to supporting runaway and homeless youth. Be sure to share using #NRPM2021.

**Light the Night
Community Events**
Wednesday, November 17

Youth service agencies, community groups, and individuals across the country will host events to "Shine a Light" on the issues.

**Get Involved.
Take Action.
Make a Difference.**

**National Runaway Safeline**



#NRPM2021 | @1800RUNAWAY

1800RUNAWAY.org/NRPM



- Encourage your supporters to participate in the scheduled national events
- Plan a local event to coincide with national efforts, i.e., request corporate partners organize companywide Wear Green Day or host candle lighting ceremony as part of Light the Night events

Educate with NRS Materials

- Download or order NRS free educational and outreach materials for distribution at your events
 - <https://www.1800runaway.org/prevention-education/educational-and-outreach-materials>

Download our free materials below or complete the order form at the bottom of this page, and we will send the requested materials to you by mail. Please allow 4-5 weeks for delivery.

| |
|---|
| Download All Promotional Materials (14MB) |
| Social Media Graphic 1 |
| Social Media Graphic 2 |
| Social Media Graphic 3 |
| NRS General Brochure |
| Street Outreach Card |
| Stress Bookmark |
| NRS Pull Tab Flyer |
| Home Free Flyer |



MATERIALS ORDER FORM

NAME *

FIRST LAST

EMAIL *

ENTER EMAIL CONFIRM EMAIL

ORGANIZATION NAME

ORGANIZATION LOCATION

CITY STATE



QUESTIONS

Contact Information

Maria Taylor

Prevention & Youth Engagement Coordinator

mtaylor@1800RUNAWAY.org

773-289-1723



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