Zonta USA - in partnership with UNICEF USA

USA Stop Child Marriages

*Billboard PSA Campaign*

**Club Checklist**

- **Goal:** Awareness and Education about Child Marriage in USA and Your State
  - **ToolKit Resources:** Billboard Art, Checklist, and “Learn More page” at StopChildMarriages.org
  - **Location Targets:** State Capitols, Key States, and Your Town (Awareness)

- **Checklist for Clubs and Districts**
  - **Billboard Plan for your State.**
    - District, Areas and Clubs decide how to work together to cover State and priority areas.
  - **Billboard Space- Where, when, size**
    - Plan: Estimate $1500 per printed billboard, $0 per digital (range $300 - $3000 for printing costs)
    - Determine range of budget (see fundraising below)
    - Discuss preferred locations in club (State Capitol, your town, state border, etc.)
    - Designate lead to manage relationship
  - **Partner with Lamar Outdoor in Your Area- Request PSA (see script)**
    - Request billboard space for EndChildMarriage Billboard Campaign
    - Determine sizes available, and best printer locally.
  - **Fundraise (ongoing for 1 yr)**
    - Find a funding partner/sponsor
    - Raise funds within the club
    - Can use a foundation 501c3 if you have one. PSA qualifies.
  - **Contact Local Printer (recommended by Lamar or in community)**
    - Ask for non-profit discount
  - **Order Prints as space is available**
    - Work with printer to meet Billboard Schedule- Send artwork from ZontaUSA toolkit to printer
    - Work with Zonta HQ for custom digital sizes
  - **Keep in touch with Billboard Rep**
    - Call back regularly for good location availability
    - Ask to extend the duration
    - Request prime spots “for the cause”
  - **Social Media**
    - Use sample messages

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