Zonta USA - in Partnership with UNICEF USA

USA Stop Child Marriages

**Billboard PSA Campaign**

**ToolKit Contents**
- Toolkit website: [www.zontausa.org/StopChildMarriageToolkit](http://www.zontausa.org/StopChildMarriageToolkit)

**Billboard Artwork**
- Location Targets: State Capitols, Key States, and Your Town

**Social Media Artwork**
- Location Targets: Club and District and Member Social Media

**Billboard PSA Campaign Powerpoint**

**Checklist for Clubs and Districts**

**Contacts for Billboard Companies**
- Request Billboard Space for StopChildMarriages Billboard Campaign
- Determine Sizes available, and best printer locally.

**Fundraising Letter**
- Content here

**Zonta Backgrounder**
- Ask for non-profit discount

**Billboard 101**
- The basics on Billboards and Digital Signs

**Social Media**
- Use Sample Messages