End Child Marriage  #StopChildMarriages
PSA Billboard Campaign
in partnership with UNICEF USA
End Child Marriage PSA Campaign

- Public Service Announcement (PSA)
- Billboards + Digital signs PSA
  - Priority Targets by Zonta USA Caucus
  - Local + State Capitols by Zonta Clubs, Districts
  - Washington DC or NYC by UNICEF USA ??
- Social Media Campaign
  - similar artwork to www.stopchildmarriages.org
- Other PSA opportunities? Be creative.
- Public Relations TBD
End Child Marriage
PSA Billboard Campaign

- PUBLIC SERVICE ANNOUNCEMENT
- In partnership with UNICEF USA
- USA WIDE – Targeting State Capitols
- Call to Action:
  - Learn more at: StopChildMarriages.org
- 12-month rolling billboard campaign.
- 2020–2021 with billboard companies
- Placements and production coordinated and funded locally by clubs with training and support from USA Caucus
- Key state capitols done by USA Caucus, funded through a fundraising campaign
End Child Marriage PSA
Campaign Goals

• **Unite to End Child Marriage in the USA**
  - Zonta clubs and districts in the USA **UNITING** to support Zonta International’s mission **to end child marriage** in the United States, at both the national and state levels

• **Promote**: A billboard in every state in 2020/21 (not DE and NJ)

• **Educate**: Increase awareness of prevalence of child marriage in the US and lack of laws protecting children, and particularly girls.

• **Act**: Encourage residents in Zonta districts, club areas, and state capitols to
  - Learn more about child marriage in their state
  - Take action via an easy to use platform

• **Partner**: work with key allies (UNICEF USA, Unchained at last) to amplify the message and lend credibility and impetus to act
What’s in Your PSA Toolkit

- Billboard Artwork
- Social Media Artwork + Sample Messages
- Billboard PSA Campaign Powerpoint
- Checklist for Clubs and Districts
- Suggestions of who to contact
- Script for contacting Billboard Companies
- Fundraising Letter
- Zonta Backgrounder • Ask for non-profit discount
- Billboard 101 The basics on Billboards and Digital Signs
What Clubs Need To Do

- Collaborate in your state to cover the Capitol, key areas
- Assign a Lead—“PSA Billboard Lead”
- Ask for Billboard Space—Where, when, size
- Work with Lamar Outdoor or other Sign/Billboard folks in your area
  - Request PSA (see script)
- Fundraise (ongoing for 1 yr) for printing
- Contact Local Printer
  - (recommended by Lamar or in community)
  - Ask for non-profit discount
- Order prints as billboard space is available,
  - provide artwork
- Keep in touch with Billboard Rep
- Social Media – amplify Zonta USA, take your own pictures, use tags
#StopChildMarriages

PSA Target Markets

- ALL 48 States that allow child marriage
- State Capitols
- Zonta Club locations
- “Worst Case” States + “Active” states

![14x48 Billboard](image)

*Child marriage is happening here.*

stopchildmarriages.org
### PSA Billboard Campaign

#### Target States

**Worst Case States**

(Lowest age, least restrictive laws)

- Alabama
- Missouri
- West Virginia
- Idaho
- Nevada
- Washington
- Arkansas
- Mississippi
- Louisiana
- Alaska

**Active States**

(pending good bills or oppy to improve a bill)

- Pennsylvania
- Massachusetts
- Indiana
- Maryland
- Colorado
- California
- Louisiana
- Ohio
- Tennessee
- New Hampshire
- Vermont

[https://www.unchainedatlast.org/laws-to-end-child-marriage/](https://www.unchainedatlast.org/laws-to-end-child-marriage/)
What the Sign Viewer Does:

Goes to the Website: www.StopChildMarriages.org
Fills out short form on home page or clicks to: https://act.unicefusa.org/childmarriage
Fundraising for Target States

Please Donate

Help fund printing for high priority states that clubs and districts can’t cover. USA caucus will try to do as many as we can afford.

Send checks to:

Porterville Zonta Foundation
Attn: National Billboard Campaign
PO Box 2055
Porterville, CA 93258

Online: via paypal  http://zontacubofporterville.org/donate/

• The Porterville Zonta Foundation is a recognized 501(c)(3) not-for-profit charitable organization; Federal ID number: 61-1697786.
StopChildMarriages.org

STOP CHILD MARRIAGES IN THE USA
LEARN THE FACTS ABOUT CHILD BRIDES. THEN TAKE ACTION

*** ACT NOW! ***
Get Social

Social Media Toolkit
Want to raise awareness about child marriage in the U.S. on social media? Use the social media guide below for examples, hash tags and accounts to tag. Make your voice heard!

<table>
<thead>
<tr>
<th>Handles</th>
<th>Hash tag</th>
<th>Website &amp; Advocacy Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>@ZontaIntl</td>
<td>#EndChildMarriage</td>
<td>Stopchildmarriages.org</td>
</tr>
<tr>
<td>@UNICEFUSA</td>
<td></td>
<td>Act.unicefusa.org/childmarriage</td>
</tr>
</tbody>
</table>

Social Media Posts
All posts below can be adapted for Facebook, Instagram and Twitter (noting Twitter has a 280 character limit). You can share the below just by itself, with a photo of the billboard, the link to the PSA website or even the call to action page.

Community Sharing
It’s time to #EndChildMarriage. Join me in taking action - stopchildmarriages.org, @UNICEFUSA

The total number of girls married in childhood stands at 12 million per year. At this rate more than 150 million additional girls will marry before their
Child marriage is happening right now in the U.S., and that's not okay.