



Journey to Safety

CAMPAIGN



*For Youth...
Someplace To Go.
Someone To Help.*

Journey to Safety

Campaign Presentation Slides ([click here to view full presentation online](#))



*For Youth...Someplace To Go.
Someone To Help.*

Slide one: Title

Safe Place® exists because
Kids like Sophia are in immediate danger.

Slide two: The problem (immediate danger)

Safe Place® exists because
Kids like Adriana are being trafficked.

Slide three: The problem (human trafficking)

Safe Place® exists because
Kids like DJ run away to escape drug use in his home.

Slide four: The problem (substance abuse)

Safe Place® exists because
Kids like Liam are homeless and couch surfing.

Slide five: The problem (youth homelessness)

Safe Place® exists because
Kids like Kaitlyn are being bullied.

Slide six: The problem (bullying)

Journey to Safety

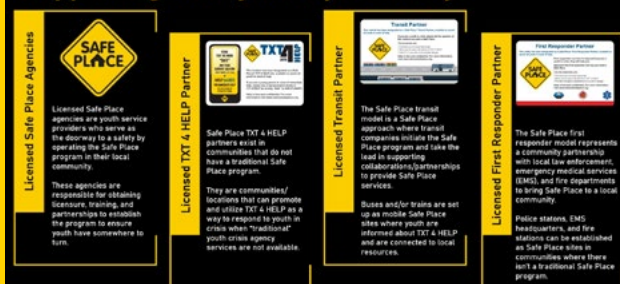


Slide seven: The problem (suicide)



Slide eight: Value proposition

Supporting their journey to safety.



Slide nine: The solution

Safe Place® exists because

Kids like Amaya need access to family resources.



Read about Amaya's Journey to Safety

Partnerships and contributions help young people like 15-year-old Amaya, who found help when she left home after escalating fights with her father. Scared and uncertain, she remembered a school presentation about NSPN's Safe Place program. She used TXT & HELP to find the nearest Safe Place. A trained volunteer met her there, took her to a licensed Safe Place agency. Amaya and her family were connected to local services and she was able to safely return home.

Slide ten: The outcome I

Safe Place® exists because

Kids like Josh are now homeless because of being kicked out of his home for being gay.

Read about Josh's Journey to Safety

13 year old, Josh, accessed Safe Place via a fire station because he was experiencing suicidal thoughts after coming out to his parents. Safe Place was able to provide him with crisis and counseling services, as well as shelter for a few nights where he was able to get stabilized. Josh reported that the experience helped him feel valued and safe. If Josh had nowhere to turn for help, the situation may have very well taken a tragic turn. Safe Place provided a beacon of hope for an individual who was having a difficult time navigating his life, and who is now connected with resources to help him.



Slide eleven: The outcome II

Give,
so kids like
Alexa have

*Someplace To Go.
Someone To Help.*

www.nationalssafeplace.org/give



Slide twelve: The ask

Journey to Safety

Safe Place® exists because

National Safe Place Network ensures an effective system of response for youth in crisis through public and private partnerships at a local, state and national level.



*For Youth...
Someplace To Go.
Someone To Help.*

Safe Place®
will continue to exist
because of you.

www.nationalsafeplace.org
info@nationalsafeplace.org

Slide thirteen: Mission supporters

Slide fourteen: Contact

Journey to Safety

Sample Mailer and Email Ask

Subject Line

Please take a look at this.

Body

Dear [INSERT NAME HERE],

Right now, in your community, there are youth who are dealing with bullying, suicidal thoughts, homelessness, abuse, and neglect. I need your help [supporting Safe Place®](#) so these young people have somewhere to turn when they are in danger. Safe Place is a national youth outreach and prevention program for young people under the age of 18 (up to 21 years of age in some communities) in need of immediate help and safety.

Safe Place offers immediate safety and resources to kids like Liam. Liam was kicked out of his house during a family altercation. He spent his nights couch surfing and had nowhere to go during the day. After disclosing his situation at school, his guidance counselor referred him to Safe Place. A representative connected with Liam at the school and Liam was able to spend a week at a youth shelter and re-connect with his family. In conjunction with the youth shelter, Liam and his family created a plan that set their household up for success. If Liam had not connected with Safe Place, his safety would have been at risk due to continued homelessness.

TXT 4 HELP immediately connects kids like Zander to a professional counselor. Zander was considering suicide after the death of his mother. A friend of his told him about TXT 4 HELP and offered to sit with him while he used the service. He texted "Safe" to 4HELP (44357) and followed the prompts. Zander was connected, via text, with a professional counselor who was able to develop a safety plan and connect him with local resources. He now meets regularly with a counselor, and he is not only developing healthy coping skills to deal with his grief but also building a stronger relationship with his father.

Safe Place exists because kids like Liam and Zander are at risk and need access to safety. I am giving a monetary gift to Safe Place. I'm asking you to do the same. Please offer your support at www.nationalsafeplace.org/give. With our support, Safe Place can help ensure the journey to safety for all youth in crisis is successful.

With care,

[INSERT NAME HERE]

Journey to Safety

Sample Social Media Posts

Sophia: Immediate Danger

Facebook

Sophia was walking home from school. Along the way, she began to feel uncomfortable and realized two individuals were following her. She was scared and unsure what to do. She saw a @Safe Place across the street and ran inside. She asked for help and was able to immediately access safety. Local law enforcement worked to capture the suspects and #SafePlace worked with Sophia and her family to help ensure her continued safety.

Give, so kids like Sophia have a quick access point to safety.

www.nationalsafeplace.org/give #JourneyToSafety #ImmediateDanger #KeepKidsSafe

Twitter

Sophia was being followed when walking home from school. @SafePlace provided immediate help and utilized resources to keep her safe. #Give, so kids like Sophia have a quick access point to safety. www.nationalsafeplace.org/give Read Sophia's #JourneyToSafety at www.nationalsafeplace.org.

Post Image



Journey to Safety

Sample Social Media Posts

Adriana: Human Trafficking

Facebook

Kids like Adriana are being trafficked. Adriana was being sex trafficked by her “boyfriend” who she met online. He spent months grooming her and gaining control of her every move. He tricked her into thinking he cared about her, but it was his plan to use her all along. She was routinely dropped off across the street from a convenient store with a @Safe Place sign. She was scared but one day found the courage to go to the store and ask for help. She was provided with immediate safety and Safe Place worked with her to develop a network of support to help ensure her safety moving forward. Human trafficking IS happening in your community. There are more than 30,000 reported human trafficking cases in EACH U.S. state. Help protect the youth in your community by supporting Safe Place.

Give, so kids like Adriana have a way out.

www.nationalsafeplace.org/give #JourneyToSafety #HumanTrafficking #Survivor

Twitter

Adriana was being trafficked. She gained courage to ask for help. @SafePlace provided help & worked with her to build a support system. #Give, so kids like Adriana have a way out. www.nationalsafeplace.org/give Read Adriana's #JourneyToSafety at www.nationalsafeplace.org #HumanTrafficking

Post Image



Journey to Safety

Sample Social Media Posts

DJ: Substance Use

Facebook

More than 1 in 8 youth live in a home with a substance abusing parent. DJ was one of them. DJ couldn't take it anymore and decided to run away. He knew it wasn't safe to sleep on the streets so he went to a @Safe Place site for help. Safe Place provided him with a place to stay and offered resources to his parents. While DJ decided not to return home because his parents were not receptive to help, he was able to receive support and continue school. DJ proudly graduated high school and is now living on his own and attending trade school.

Give, so kids like DJ have somewhere safe to stay.

www.nationalsafeplace.org/give #JourneyToSafety #DrugCrisis #Perseverance #Safety

Twitter

DJ ran away from heavy drug use in his home. @SafePlace provided him with a place to stay and offered resources to his parents. #Give, so kids like DJ have somewhere safe to stay. www.nationalsafeplace.org/give Read DJ's #JourneyToSafety at www.nationalsafeplace.org. #DrugUse #Safety

Post Image



Journey to Safety

Sample Social Media Posts

Liam: Youth Homelessness

Facebook

Liam had been couch surfing since he was kicked out of his house after a family altercation. With a lack of stable housing and a family rift, Liam did not feel safe. After accessing help through @Safe Place, Liam was able to spend a week at a youth shelter and re-connect with his family. In conjunction with the youth shelter, Liam and his family created a plan that set their household up for success. If Liam had not connected with #SafePlace, his safety would have been at risk due to continued homelessness.

Give, so kids like Liam have a place to sleep at night.

www.nationalsafeplace.org/give #JourneyToSafety #SomewhereToGo #EndYouthHomelessness

Twitter

Liam became homeless due to family challenges. @SafePlace provided him shelter and helped him reconnect with his family. #Give, so kids like Liam have a place to sleep at night. www.nationalsafeplace.org/give Read Liam's #JourneyToSafety at www.nationalsafeplace.org #SomewhereToGo

Post Image



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Sample Social Media Posts

Kaitlyn: Bullying

Facebook

Kaitlyn's "friends" were pushing her away. They started a group chat where they said hurtful things about Kaitlyn. The bullying escalated at school to the point where she didn't feel safe. Without her friends to talk to, she needed someone to support her. Kaitlyn used @Safe Place's TXT 4 HELP service and immediately got connected with a professional counselor. Not only did the counselor help Kaitlyn with her immediate anxiety, but she also helped her learn how to build a network of support to combat the bullying.

Give, so kids like Kaitlyn have someone to talk to.

www.nationalsafeplace.org/give #JourneyToSafety #Bullying #TXT4HELP

Twitter

Kaitlyn was being bullied and started to feel unsafe. She used @SafePlace's #TXT4HELP and got connected with a free counselor. #Give, so kids like Kaitlyn have someone to talk to. www.nationalsafeplace.org/give Read Kaitlyn's #JourneyToSafety at www.nationalsafeplace.org. #Bullying

Post Image



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Sample Social Media Posts

Zander: Suicide

Facebook

Zander considered taking his life. He lost his mother and feels alone. He didn't know how to deal with his grief and was uncomfortable confiding in his father who was also struggling. Zander learned about @Safe Place's TXT 4 HELP service from a friend. He texted "Safe" to 4HELP (44357) and followed the prompts. Zander was connected, via text, with a professional counselor who was able to develop a safety plan and connect him with local resources. He now meets regularly with a counselor and is not only developing healthy coping skills to deal with his grief, but he is also building a stronger relationship with his father.

Give, so kids like Zander have someone to talk to.

www.nationalsafeplace.org/give #JourneyToSafety #Suicide #SomeoneToHelp #TXT4HELP

Twitter

Zander considered taking his life. He turned to @SafePlace for help. #Give, so kids like Zander have someone to talk to. www.nationalsafeplace.org/give Read Zander's #JourneyToSafety at www.nationalsafeplace.org/journey. #Suicide #SomeoneToHelp

Post Image



Journey to Safety

Sample Social Media Posts

Amaya: Family Challenges

Facebook

Amaya found help through @Safe Place when she left home after escalating fights with her father. Scared and uncertain, she remembered a school presentation about the program and used TXT 4 HELP to find the nearest #SafePlace location. A trained volunteer met her there and took her to a licensed Safe Place agency. Amaya and her family were connected to local services, and she was able to safely return home.

Give, so kids like Amaya have access to family resources.

www.nationalsafeplace.org/give #JourneyToSafety #FamilyStruggles #FamilySupport

Twitter

Fights escalated between Amaya & her dad. She used #TXT4HELP to locate a @SafePlace & was connected to local services. #Give, so kids like Amaya have access to family resources. www.nationalsafeplace.org/give Read Amaya's #JourneyToSafety at www.nationalsafeplace.org. #FamilyStruggles

Post Image



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Sample Social Media Posts

Josh: Kicked Out

Facebook

Josh was kicked out of his home after he came out to his parents. This rejection left him feeling suicidal and unsafe around his loved ones. Josh accessed help at a fire station. @Safe Place was able to provide him with crisis and counseling services, as well as shelter for a few nights where he was able to get stabilized. Josh needed a place where he could feel valued and safe. Safe Place provided a beacon of hope and connected him to a system of support.

Give, so kids like Josh have access to a system of support.

www.nationalsafeplace.org/give #JourneyToSafety #LGBTQ #Support

Twitter

Josh was kicked out after coming out. He considered suicide. @SafePlace provided services and helped him feel valued and safe. #Give, so kids like Josh have access to a system of #support. www.nationalsafeplace.org/give Read Josh's #JourneyToSafety at www.nationalsafeplace.org. #LGBTQ

Post Image



Journey to Safety

Facebook and Twitter Cover Images

Facebook



Twitter





www.nationalsafeplace.org