Journey to Safety

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

Slide one: Title

Slide two: The problem (immediate danger)

Slide three: The problem (human trafficking)

Slide four: The problem (substance abuse)

Slide five: The problem (youth homelessness)

Slide six: The problem (bullying)
Journey to Safety

Slide seven: The problem (suicide)

Slide eight: Value proposition

Slide nine: The solution

Slide ten: The outcome I

Safe Place® exists because
Kids like Zander and Alexa are considering suicide

Supporting their journey to safety.

Read about Amaya’s Journey to Safety

Safe Place® exists because
Kids like Amaya need access to family resources.

Nearly 100 young people receive direct help from Safe Place® every day.

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

Give, so kids like Alexa have Somewhere To Go. Someone To Help.

Give, so kids like Alexa have Somewhere To Go. Someone To Help.

Read about Amaya’s Journey to Safety

Partnerships and contributions help young people like 16-year-old Amaya, who found help when she left home after an argument with her father. Surrounded by bullies and without resources, Amaya was alone in a dark parking lot at night. A trained volunteer at a local youth agency helped her find her way to the nearest Safe Place® to feel safe, connected to local resources, and get help. She was then connected to local resources.

Give, so kids like Alexa have Somewhere To Go. Someone To Help.

Read about Amaya’s Journey to Safety

Partnerships and contributions help young people like 16-year-old Amaya, who found help when she left home after an argument with her father. Surrounded by bullies and without resources, Amaya was alone in a dark parking lot at night. A trained volunteer at a local youth agency helped her find her way to the nearest Safe Place® to feel safe, connected to local resources, and get help. She was then connected to local resources.

Give, so kids like Alexa have Somewhere To Go. Someone To Help.

Slide eleven: The outcome II

Give, so kids like Alexa have Somewhere To Go. Someone To Help.

Slide twelve: The ask
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.

Slide thirteen: Mission supporters

Safe Place® will continue to exist because of you.
www.nationalsafeplace.org
info@nationalsafeplace.org

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](http://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**

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

www.nationalsafeplace.org/give
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

Give,
so kids like Adriana have a way out.

www.nationalsafeplace.org/give
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**

[Image of a young man with a backpack and a Safe Place logo]
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
**Journey to Safety**

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

www.nationalsafeplace.org/give
Journey to Safety

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
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
Journey to Safety

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**

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

www.nationalsafeplace.org/give
Journey to Safety

Facebook and Twitter Cover Images

Facebook

Give,
so kids like Alexa have

Someplace To Go.
Someone To Help.

www.nationalsafeplace.org/give

Twitter

Give,
so kids like Alexa have

Someplace To Go.
Someone To Help.

www.nationalsafeplace.org/give