



2020 - 2021 --> 1yr rolling

Zonta USA - in partnership with UNICEF USA

## USA Stop Child Marriages

### Billboard PSA Campaign

#### Club Checklist

PSA website: [www.StopChildMarriages.org](http://www.StopChildMarriages.org)

Toolkit website: [www.zontausa.org/StopChildMarriageToolkit](http://www.zontausa.org/StopChildMarriageToolkit)

### Goal: Awareness and Education about Child Marriage in USA and Your State

ToolKit Resources: Billboard Art, Checklist, and "Learn More page" at [StopChildMarriages.org](http://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

