



2020 - 2021 --> 1yr rolling.

Zonta USA - in Partnership with UNICEF USA

USA Stop Child Marriages

Billboard PSA Campaign

ToolKit Contents

PSA website: www.StopChildMarriages.org

Toolkit website: 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

Script for contacting 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