

THE NATIONAL DAY TO PREVENT TEEN PREGNANCY

MAY 2
2012

WHAT IS THE NATIONAL DAY?

The eleventh annual National Day to Prevent Teen Pregnancy will take place on May 2, 2012. The purpose of the National Day is to focus the attention of teens on the importance of avoiding teen pregnancy and other serious consequences of sex. On the National Day, teens nationwide are asked to take short, online quiz that asks them to reflect on the best course of action in a number of tough sexual situations.

The message of the National Day is straightforward: *Sex has consequences*. The online quiz (available at *StayTeen.org* in both English and Spanish) delivers this message directly to teens and challenges them to think carefully about what they might do "in the moment."

Organized by the National Campaign to Prevent Teen and Unplanned Pregnancy, the National Day has widespread support from more than 200 national organizations and media outlets who serve as official National Day partners.

NATIONAL DAY PARTNERSHIPS

National Day partners are critical to the National Day to Prevent Teen Pregnancy's success. Each year, hundreds of national-level organizations team up with the National Campaign to promote the National Day to their members, affiliates, customers, audiences, and contacts in ways that the National Campaign could never accomplish on its own. National-level partners include a diverse group of media outlets, health sector leaders, education leaders, businesses, youth-serving groups, groups representing elected officials, fatherhood and male involvement groups, faith-based groups, and other prominent national organizations. For a complete list of our National Day partners, please visit www.thenationalcampaign.org/national.

WHAT CAN PARTNERS DO?

Being an official partner of the National Day is easy. National organizations, media outlets, and websites simply grant the National Campaign to Prevent Teen and Unplanned Pregnancy permission to use their name and logo on

5 EASY WAYS TO PROMOTE THE NATIONAL DAY

1. Provide a link to the National Day to Prevent Teen Pregnancy Quiz on your website.
2. Alert others to the National Day through your listservs and newsletters.
3. Issue a press release indicating your support for the National Day.
4. Make computers accessible so teens can take the online quiz.
5. Get in touch with state and national policymakers to encourage them to promote the National Day and/or issue a proclamation or resolution.

National Day materials and agree to promote the National Day. As a National Day partner, you will agree to:

- promote the National Day throughout your organizational network including your members, chapters, clients, and colleagues;
- promote the National Day on your website and provide a link from your website to the National Day Quiz; and
- lend your name to promotional materials created by the National Campaign for the National Day.

That's it. The National Campaign, in turn, makes promoting the National Day easy by providing user-friendly materials to help spread the word. The National Day is organized to be non-controversial, non-partisan, and deeply respectful to the many sensitivities that the teen pregnancy issue engenders.

BECOMING A PARTNER

Becoming a National Day partner is easy. Simply fill out the Partnership Request Form on the following page and fax it back to Michael Rosst at 202.478.8588. After we receive your form, a member of the National Campaign's staff will be in touch to confirm your status as a national-level partner. If you have any questions or concerns, please do not hesitate to contact Michael Rosst at 202.478.8507 or mrosst@thenc.org.

Thank you so much for your interest in the 2012 National Day to Prevent Teen Pregnancy!

THE NATIONAL DAY TO PREVENT TEEN PREGNANCY PARTNERSHIP REQUEST FORM

Becoming an official partner of the 2012 National Day to Prevent Teen Pregnancy is easy. Simply fill out the information below and fax this form back to Michael Rosst at 202.478.8588. After we receive your form, a member of the National Campaign's staff will be in touch to confirm your status as a National Day partner. If you have any questions or concerns, please do not hesitate to contact Michael Rosst at 202.478.8507 or mrosst@thenc.org.

ORGANIZATION (please print): _____

WEBSITE: _____

EXECUTIVE DIRECTOR OR PRESIDENT/CEO: _____

PRIMARY NATIONAL DAY CONTACT INFORMATION:

Name: _____

Title: _____

Address: _____

Tel: _____

Fax: _____

Email: _____

As an official partner in the National Campaign to Prevent Teen and Unplanned Pregnancy's 2012 National Day to Prevent Teen Pregnancy, _____ agrees to:
(name of organization)

- promote the National Day throughout our organizational network including our members, chapters, clients, and colleagues;
- promote the National Day on our website and if applicable, provide a link from our website to the National Day Quiz; and
- lend our name to promotional materials created by the Campaign for the National Day.

Signature

Printed Name

