



Stop It Now!® Minnesota

Together We Can Prevent the Sexual Abuse of Children

Visit us on the web at: www.stopitnow.org/mn

Email: stopitnowmn@projectpathfinder.org

Helpline: 1-888-PREVENT

1821 University Ave. West

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St. Paul, MN 55104

Tel: 651-644-8515

2005 Advertising Campaign Call to Action

Many partners and supporters of our work have asked us how they can help. Here are some ideas:

1. Share reactions (both positive and negative) to the campaign with us. Send an e-mail to ycournoyer@projectpathfinder.org or call us at 651-644-8515. We want to know what you think!
2. Use the advertisements as an opportunity to initiate conversations with family members, friends, colleagues, neighbors, and other adults in your life. We find the ads raise questions about our assumptions about who sexually abuses children and help us notice the places where we're least comfortable talking about this topic. If you would like someone from Stop It Now! Minnesota to meet with your organization, parents group, faith community, etc. please contact Kelly Sheehan at ksheehan@projectpathfinder.org or call her at 651-644-8515.
3. Visit our expanded web site (www.youcanstopitnow.org), check out its contents, and refer others who might be interested to it.
4. Place a link from your web site to our web site and this ad campaign.
5. Write a letter to the editor of the Star Tribune, the Pioneer Press, your community newspaper, or the newsletter at your place of worship or employment to express support for this campaign.
6. Let us know if you are willing to write thank you letters to venues that provide pro bono placements of these ads. We'll send you contact information and information about these placements. Contact us at stopitnowmn@projectpathfinder.org.
7. Ask your company to include the ads in newsletters, on the company web site, or as paycheck stuffers. They are available on our web site (www.youcanstopitnow.org/) as .pdf files in many sizes.
8. Ask organizations you belong to, or support, (e.g. your faith community, YMCA, coffee shops, libraries, youth serving organizations, health clinics, etc.) to go to our web site and print a poster version of the ads to post.
9. We need community support to sustain this campaign. Consider a financial contribution to support this work. To learn more about donating to Stop It Now! Minnesota, visit our web site at www.stopitnow.org/mn/donate.

Thanks in advance for your support of this campaign and our work in Minnesota.