



## How to be a Voice for Second Story

As a nonprofit, we need as many voices as possible to help spread the word about Second Story's programs, needs, and volunteer opportunities. And while we can use our organization's official voice to promote our work to key audiences, **it means so much more coming from you.** As part of our Second Story family, you can educate and inspire others. With just a few likes, clicks, or shares, you never know who you might reach. By taking a few simple steps, you can make a big impact.

### How to Get Started

- Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [YouTube](#), and [X @SecondStoryorg](#).
- Subscribe to our e-newsletter: <https://www.second-story.org/about/#signup>.
- Sign up for our 2S Taskforce so you receive email updates about our most pressing needs: <https://www.second-story.org/join-our-2s-task-force/>.
- Refresh your profile on platforms such as LinkedIn by adding Second Story's logo. Email [communications@second-story.org](mailto:communications@second-story.org) to request the logo.
- Add Second Story to your email signature. Email [communications@second-story.org](mailto:communications@second-story.org) to request the logo and link it to our website at <https://www.second-story.org>. Here are some options:
  - *Help youth experiencing homeless or another crisis write their second stories. Join us for an Open Door Information Session (and link to <https://www.second-story.org/get-involved/open-door/>).*
  - *If you or a young person you know needs help and would like support from Second Story for Teens in Crisis, call 1-800-SAY-Teen (1-800-729-8336) or text "TeenHelp" to 855-11 (and link to our website).*

### Use Your Voice

- Invite others to an [Open Door Session](#) to learn about Second Story.
- Like and share your favorite Second Story social media posts.
- Recommend your favorite podcast episode from [Second Stories](#).
- Invite friends and family to join events or donation drives. Share links with a personal note.
- Forward your favorite story or news from Second Story's e-newsletter to friends and colleagues.
- Invite Second Story to your next work meeting or social gathering: <https://www.second-story.org/get-involved/>.

## A Few Tips...

- **Make it personal.** Only share what truly speaks to you.
- **Tell your own story.** How did you learn about Second Story? What inspired you to get involved—and stay involved? Which Second Story programs connect with you?
- **Consider all channels.** Outside of mainstream social media, neighborhood chats/groups, work forums, book clubs, and interest groups all present opportunities to consider.
- **Check in.** If you plan to use Second Story's logo or other branding materials, please contact us first at [communications@second-story.org](mailto:communications@second-story.org) so we can help provide guidelines.

## Quick Links You Can Share

- If you or a young person you know needs our support, visit our website at [www.Second-Story.org](http://www.Second-Story.org), call 1-800-SAY-TEEN (1-800-729-8336), or text "NEEDHELP" to 855-11
- **Invite someone to an Open Door:** <https://www.second-story.org/get-involved/open-door/>
- **Donate items:** <https://www.second-story.org/immediate-needs/>
- **Give monetarily:** <https://www.second-story.org/givenow/>
- **Learn more about topics related to our programs:** <https://www.second-story.org/learning-center/>
- **Share our podcast:** <https://www.second-story.org/podcast/>

## Our Language

- Speaking in your own voice is always best. However sometimes we're all at a loss for words. For those instances, here's the language we use to describe Second Story.
  - **Mission:** Second Story transforms the lives of children, youth, and their families by providing safe havens and opportunities for them to grow and thrive. Our programs provide necessary support at critical turning points in their lives.
  - **Vision:** Second Story's vision is of a community where all young people are safe, live in a nurturing environment, and have the opportunity to reach their full potential.
  - **Word Choice:** Rather than "at-risk youth" or "homeless youth," we like to say "youth in crisis" or "youth experiencing homelessness." Rather than "the shelter," we prefer to say "Second Story for Teens in Crisis" or "safe haven."

## Other Ways You Can Help

- Look for outreach opportunities for Second Story staff to engage directly with the community.
- Generate an invite list for our annual fundraiser.
- Introduce potential individual supporters to our Development staff.

## Stay In Touch

- Thank you for considering adding your voice to our chorus! We could not do our work without people like you. If you have ideas, need resources, or are looking for some sample posts to share, contact us at [communications@second-story.org](mailto:communications@second-story.org).