

## Two Of Us Campaign Overview

Surveys confirm that the vast majority of Americans of all income levels and racial, ethnic, religious, and geographic backgrounds highly value marriage and want a happy and long-lasting marriage for themselves and their children. And, while a wealth of resources exist to enhance the quality of relationships and address conflicts that may arise, many people still don't know where to find help.

We are pleased to provide you with this media toolkit to support your ongoing marriage education and outreach efforts by turning up the volume on this important issue and providing a central information source—**TwoOfUs.org**—for all who are seeking assistance.

### **Our public education campaign goals are threefold:**

- Launch a national conversation about marriage among 18- to 30-year-olds
- Increase confidence among young people that marriage is a viable option
- Support the marriage education efforts that you and other local providers offer by providing tips, tools, and other advice at **TwoOfUs.org**

### **How can you help the campaign succeed?**

- We have enclosed copies of all print, transit, Web, and radio ads (both sample hard copies and electronic files). We are disseminating these nationally; however, we are offering them primarily as public service announcements (PSAs). By contacting your local media directly, you can increase the likelihood that these ads will run in your market.
- Install a link to **TwoOfUs.org** on your organization's home page.
- Provide your local media with a copy of the news release and *USA Today* article.
- Contact Ellen Holman to help coordinate interviews with your local daily newspaper or prominent radio station.
- Once you receive coverage (either a news story, ad placement, or other), please forward a copy of our link to the article/segment to Ellen Holman. We will be tracking coverage, but we also want to ensure that we don't miss anything.
- Share the viral video with your friends!

We are excited about our research-based public education campaign, and we look forward to hearing specifics about the impact in your area. We will share the results we obtain on a national level with you on an ongoing basis. Together, we can ensure that more people—especially those considering marriage for the first time—have the information they need at all stages of their relationships.