

www.familyplanet.org

What is PLANet?

- A collaborative campaign launched in July 2000
- Campaign partners:

The David and Lucile Packard Foundation



Campaign Goals

- Raise the importance of international family planning
- Activate the base of support
- Create greater synergy and impact
- Introduce a symbol to represent international family planning

Campaign Audience

- Women (30-55)
- Female college students
- NGO membership

Coordinated Efforts

- Paid Advertising
- Media Relations
- Grassroots
- Grasstops
- Site Visits
- Direct Mail
- Events
- Exhibits
- Faith Communities Outreach

A Call to Action

- Learn more....
 - www.familyplanet.org
- Get involved/take action through Partners

Site Strategies

- Create a dynamic, timely site
- Develop/re-package content for target audience
- Tell personal stories
- Develop interactive features

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LEARN | ABOUT US | GET INVOLVED

planet

Choose your site guide 

FAMILY PLANNING CHANGES EVERYTHING



Why international family planning is important to:
women
children
environment

TWO OF A KIND, WORLDS APART

Jorge Hernandez is from El Salvador and has just met his "partner program" counterparts in Tucson, Arizona for the first time. Jorge is a participant of a highly unique exchange program organized by Planned Parenthood Global PartnersSM, the international public policy and service initiative of the Planned Parenthood[®] Federation of America - [learn more.](#)

BOOK CLUB

Join the monthly book club. Check out this month's selection and join our online discussion.

WHAT DO YOU THINK?

Tell us what you think. What is the impact of international family planning on HIV/AIDS and other sexually transmitted diseases?

SEND A POSTCARD

Save a stamp -- send an ePostcard to a friend.

PLANet eNEWS
Register your email to receive your monthly update.

ARE YOU A REPORTER?
Log on to our on-line resource for journalists www.planetwire.org.

PARTNERS



DID YOU KNOW?
An estimated 34,000 children under age five in developing countries die each day. [Learn more](#)

Q&A
WEB LINKS
SEARCH

WHAT'S HAPPENING
Leading advocates for women, children and the environment are joining forces to raise awareness, understanding and support of international family planning - [learn more.](#)

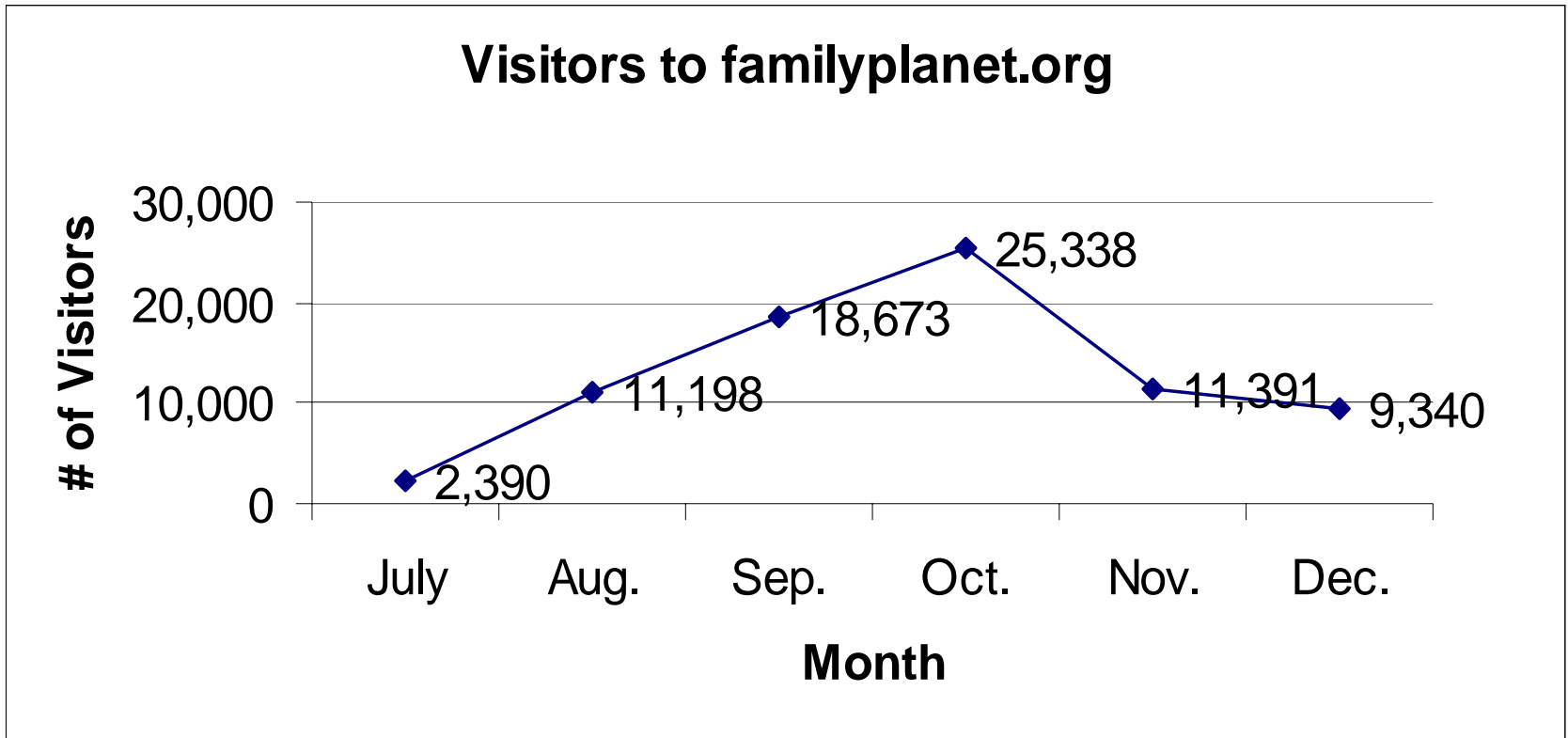
Look who's talking about international family planning - [learn more.](#)

FEEDBACK
We want to hear from you. [Tell us](#) what you think of familyplanet.org.

Lessons Learned

- Build it and they will come?

Site Traffic



Lessons Learned

■ Collaborate

Lessons Learned

- Make your site dynamic & interactive