

## NPG Programs – April 2016

*The first quarter of 2016 has been extremely productive for NPG. We've increased our Forum series publications, maintained our enlarged online presence, continued our national advertising campaigns, and stayed in touch with our broad base of supporters across the country. Below are some of the highlights of our efforts to date.*

### NPG SCHOLARSHIP CONTESTS

This February, our 2016 Written Advertisement and Photography Contests opened for high school seniors and currently-enrolled college undergraduates. In August, winners will receive a designated scholarship (ranging from \$500 to \$2,000) towards undergraduate tuition at the accredited college or university they attend. In 2016, we have again offered our most generous donors the opportunity to provide one talented student with an *Honorary NPG Scholarship* – in their name, or in the name of a loved one.

### NPG TEACHER'S PACKETS

Teacher's Packets are always available *free of charge* to educators, so this popular program depends on the generosity of NPG members and supporters. In 2015, over 50,000 students in more than 400 schools nationwide received our materials. Another distribution was offered in Spring 2016, and our staff is already completing orders for teachers across the country.

### NPG FORUM PAPERS

NPG publications are forwarded to our membership, the U.S. Congress, key contacts in the national media, and to other organizations working on similar issues. To date in 2016, NPG has published and distributed the following papers:

- *Immigration Drives U.S. Population Growth*
- *Reflections on Sustainability, Population Growth, and the Environment*
- *There is Still Time* (an NPG Booknote)
- *The Negative Economic Impact of Immigration on American Workers*

### EDUCATE THE CANDIDATES CAMPAIGN

With the 2016 Presidential Election coming up fast, NPG has been hard at work with our latest national education campaign. Engaging the massive media buzz surrounding this critical election, we have launched an aggressive outreach campaign to get our message into the hands of every candidate for U.S. President.

*Thanks to your generous contributions*, NPG has placed our critical message – in the form of powerful research written by leading experts, current data on U.S. population growth, and the latest immigration statistics – into the hands of each campaign. We've worked hard to identify NPG as the leading resource on U.S. population issues, and we have made our staff available to America's most powerful decision makers.

### NATIONAL PRESS RELEASES

So far in 2016, NPG has issued 5 national press releases. Each was picked up by hundreds of news organizations around the country, including: *CBS MoneyWatch*, *Yahoo! News*, the *San Francisco Chronicle*, *Yahoo! Politics*, *The Boston Globe*, and the *Miami Herald* – as well as affiliates for all major television and radio networks. To date, our message has been relayed to over 300 million subscribers! This success reflects the relevance of NPG's issues to both the national media and American citizens.

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## ADVERTISING

Placing advertisements in nationally-distributed publications remains a core component of NPG's educational initiative. To date in 2016, NPG advertisements appeared in *The Christian Science Monitor* and *The Washington Times National Weekly*.

## LOOKING AHEAD FOR 2016

*As NPG plans our upcoming programs and projects for the remainder of 2016, we are reminded of the enormous generosity of our strongest supporters – including members like you. Your contributions are essential to our mission, affording NPG the opportunity to grow and to continue our existing work.*

## 2016 EARTH DAY CELEBRATIONS

In cities and towns across the country, Earth Day works to elevate environmental awareness and influence the way Americans think, live, and work. This year, NPG has encouraged our supporters to attend an Earth Day event in their local area – inviting them to distribute our materials to help us share our critical message.

We have created a new Earth Day Flyer, which illustrates how population growth acts as a critical factor in the state of our environment. This powerful visual tool is being distributed to middle and high schools across the country, helping NPG to engage more young Americans in the fight for our nation's future.

## NEW FORUM PAPERS

As the year moves ahead, NPG will continue to publish and distribute powerful new works on critical issues related to population growth.

Some of NPG's upcoming Forum paper topics include:

- The Impact of Refugees on the Size and Security of the U.S. Population
- Biodiversity Loss and Population Growth
- Climate Change from Overpopulation

## NPG SHORT FILM SERIES AND NEW DVD

To increase awareness of our critical mission, NPG has produced a series of short videos running approximately 2 minutes each. Each of the short films captures a different aspect of the debate over U.S. population growth, including: the sources of growth, sprawl and development, and environmental damage. Videos are accessible on the NPG website, distributed through social media, embedded in NPG's national press releases, and forwarded to key contacts in the national media.

*New in 2016:* a professionally produced DVD of all 3 films was included in our NPG Teacher's Packets. These powerful tools can help millions of Americans – and our nation's students – draw the link between population growth and environmental consequences.

**Donate to NPG**

**THANK YOU FOR ALL YOU DO!**

*As one of our strongest supporters, your continued commitment to our mission enables us to expand these efforts. Again, we thank you for your strong commitment and generosity – and look forward to your continued work with NPG!*