



# Celebrate Children Foundation

License Plate Toolkit





## Celebrate Children License Plate Campaign

As a Celebrate Children Foundation (CCF) partner, we have a unique opportunity to raise more funds to help strengthen families and communities in WI.

Within this toolkit you will find sample communication and digital media pieces that you can use to promote the CCF License Plate campaign in your organization and community.

The CCF License Plate campaign consist of the following three components:

- 1. Internal promotion:** Sample letter templates included
- 2. External Promotion:** Flyer & brochure templates included
- 3. Digital (social media) campaign:** social media calendar included;  
social media messages included (WIP: promotional materials)

We suggest sharing the toolkit with your organization and communication staff.

For questions and inquiries, please contact the Celebrate Children Foundation Communication staff Lamia Kosovic at [lamia.kosovic@wisconsin.gov](mailto:lamia.kosovic@wisconsin.gov) or by phone: [608.212.9905](tel:608.212.9905) Feel free to access and download the components of this toolkit, including images and templates, on our website:

*It's so much more than a license plate.*



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# History and Purpose

## History

The Celebrate Children Foundation was established in 1999 as a tax-exempt 501(c)(3) public charity, the Foundation works in partnership with the Child Abuse and Neglect Prevention Board to spread evidence-informed prevention programs and services to communities across the state, while engaging in research to develop innovative approaches. Through resource development, the Foundation expands this work by supporting prevention programs and building a permanent endowment to ensure long-term investments that build strong children, families, and communities statewide. Donor contributions, grant funding, and sales of Celebrate Children license plates are the primary revenue sources which sustain this work.

## Purpose

By purchasing the Celebrate Children license plate, you can strengthen Wisconsin families and help make sure all our kids grow up safe and nurtured. Each plate purchase and/or renewal includes a \$25 tax deductible contribution to the Celebrate Children Foundation. The Foundation supports the Prevention Board work to increase access to education, programs and services for families and children in communities across the state. We all play a role in providing Wisconsin's children with positive, nurturing childhood experiences that foster the healthy growth and development they need to become successful leaders, parents, and community members.

*It's so much more than a license plate.*



# Internal Promotion Content

## Ideas to Promote License Plate in Your Organization

Use these ideas to spread the word about the CCF license plates in your organization! We encourage you to be creative and think of the most effective strategies for your organization.

**Display license plate** posters and brochures in your workplace and encourage others to do the same.

**Spread the word** through presentations to work-related coalitions, professional networks and associations.

**Write a short call to action** on your own organization's website or newsletter and include a link to [www.celebrate-children.org](http://www.celebrate-children.org).

**Ask your partners and contacts** to include a short snippet in their electronic or paper newsletter.

**Share flyers and brochures** with your friends, family, coworkers and neighbors

**Consider writing a personal message** and timing your communications around relevant holidays and National Child Abuse and Neglect Prevention Month in April.

**Post Flyers** in a common space in your office, like the kitchen, entry-way, or co-working space. Hang a flyer about the Celebrate Children license plate in the common area and leave brochures and flyers for board and staff to pick up and take with them to meetings and events.

# External Promotion Content

## Sample flyers, postcard and brochures

We created CCF license plate promotional materials, including a flyer, postcard and brochure with information on how to order a CCF license plate. Feel free to customize them by adding your logo.

Sample flyer, postcard and brochure are included and already printed for your convenience. Distribute the materials to key locations in your community. Some suggestions are below. Be creative, original and unique.

### Distribution places:

- Offices
- Schools
- Coffee shops
- Libraries
- Churches/religious congregations
- Grocery stores
- Child care centers
- Community centers
- Senior centers
- Toy stores
- Bookstores
- Other local businesses

### Media:

- Social media
- Newspaper
- Radio
- Magazine

### Community events:

- PTA/PTO meetings/other school events
- Church/religious congregational events
- Local festivals
- County fairs
- VFW family nights/dinners
- Firemen dinners
- Car shows
- Farmers' markets
- Run/walks for family-related or healthrelated causes
- Community garage sales
- Local service club meetings/ events, such as Rotary, Optimists, Lions, Elks
- Family/kids' day at local museums
- Silent auctions



# External Promotion Content

## Ideas to Promote License Plate in Your Community

Use these ideas to spread the word about the CCF license plates in your organization! We encourage you to be creative and come up with your own twist on these fun ways to promote the CCF license plates with your partners, donors, friends, social media followers, and other supporters.



### Work with partners:

Ask childcare facilities, pediatricians, civic groups, faith organizations, and businesses to distribute flyers to their clients, staff, or members. Ask to present to local groups or organizations.



### Reach out to schools:

Ask local schools to present information about your program at PTA meetings or staff meetings. Ask to distribute flyers to the students to bring home to their parents.



### Use your social media channels!

Your social media channels can play such an important role in helping to promote the Celebrate Children license plate that the next pages of this toolkit are dedicated entirely to it.



### Engage the Media:

Work with your local newspapers, magazines, TV and radio stations to get the word out about the CCF to the editor of local newspapers and magazines.



### Reach out to local businesses:

Ask local DMV offices and gas stations to display a flyer/ brochure in the waiting room or on the gas pump.





# Digital Campaign Content Social Media Tips

## Why Social Media

Social media channels can be a highly effective way to promote the Celebrate Children license plate. Facebook and Instagram are the most frequently used social media platforms among the audience most likely to purchase this specific license plate: Wisconsin women, ages 35-65. If you are already actively using one or both of these social media platforms, your connections are critical to promoting the license plates. It is recommended to focus on these two platforms and not to overextend your social presence. For example, Twitter skews to a younger audience overall and won't be as effective when talking to the audience who would most likely purchase this license plate.

## Guidelines for Posting

When posting on behalf of the Celebrate Children Foundation and the Child Abuse and Neglect Prevention Board, use these simple guidelines to create an easily recognizable brand that all supporters can associate with helping to build strong families in Wisconsin.

1. Keep post language positive and strengths-based.
2. Use only images provided by the Foundation or an owned image from your organization.
3. Direct followers to the Foundation homepage using this link:  
[www.celebrate-children.org](http://www.celebrate-children.org).

4. Increase the visibility of your post by liking the Celebrate Children Foundation Facebook page and tagging the Foundation in posts. [facebook.com/celebratechildren](https://facebook.com/celebratechildren)

## Eight Secrets for Successful Posting

### 1. Post when your audience is active.

For the Celebrate Children license plate audience, the three best times to post are:

- 10 a.m.
- Right after lunch
- Around 3 p.m.

### 2. Always include a picture or video with your post.

When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retain 65% of it three days later.

#### Pictures to post (images):

- Celebrate Children license plate
- Link to [www.celebrate-children.org](http://www.celebrate-children.org)
- Social media graphics that were provided by the Foundation
- License plate poster
- An owned image from your own organization

### 3. Keep it short (40 words or less).

Shorter posts are easier to digest, read and pass along.



#### **4. Use the provided posts and images.**

For your convenience, the Foundation has provided a series of social media posts paired with images to use on your social media channel. This turnkey approach is available to make posting about the Celebrate Children license plate as easy and as successful as possible.

#### **5. Be genuine.**

People are using social media more and more to promote causes. Those who are successful find a way to balance personal sincerity into the message.

#### **6. Check back on your post and track how they were received.**

The majority of people engage with a post within five hours of when it was posted. It's best to respond to any conversations/ comments while they're happening and pay attention to how people are reacting.

#### **7. Plan ahead.**

The most successful users of social media campaigns plan their posts at least one month ahead of time. Included in this toolkit is a social media posting calendar that is tied in with key holidays in the corresponding months.

#### **8. Post twice monthly.**

As much as we'd love for you to post about the license plate daily (and we fully support you if you do!), we understand that your existing social channels are valuable spaces for your own organization or personal information. Aim for a twice monthly posting about the license plate.



# Social Media Monthly Posting Calendar

This twelve-month calendar offers posts and corresponding images for your use in spreading the word about the Celebrate Children license plate on Facebook and Instagram. The calendar provides one post each month as well as a few additional post offering ideas. You are welcome and encouraged to post about the license plate more frequently. In particular, we recommend you incorporate the license plate promotion during April for National Child Abuse and Neglect Prevention Month and child and family-focused awareness raising events.

## January



*"When I was a child, I grew up in a family of 8 children. It was chaotic at times.. you can only imagine! Memories swarmed as I geared up to have my own children. I remember my mom putting post-it notes on every item in the house to help me read; and I remember my dad singing "delicious and most nutritious" before every meal. Those positive experiences carried over into my role as a mother. But, life is a balance and it's never perfect."*

Celebrate Children! Foundation helps all parents gear up for the road ahead and play on their strengths. To develop a continuous road of positive relationships with their children.

**Join the movement** by purchasing a Celebrate Children! License Plate here: [wisconsin.gov/Documents/formdocs/mv2899.pdf](http://wisconsin.gov/Documents/formdocs/mv2899.pdf)

## February



### What does family mean to you?

Happy? Loving? Frustrating? Challenging?

We're all on this perfectly imperfect journey... and, we know it can be all of those things. The number one disconnect for families is access to the right resources to navigate bumps in the road. Celebrate Children! Foundation connects YOU, the caregiver, and programs that help children and their caregivers grow together.

**Let's support one another in our parenting journey** by purchasing a Celebrate Children! Buy a license plate here: [celebrate-children.org/support/purchase-your-plate](http://celebrate-children.org/support/purchase-your-plate)

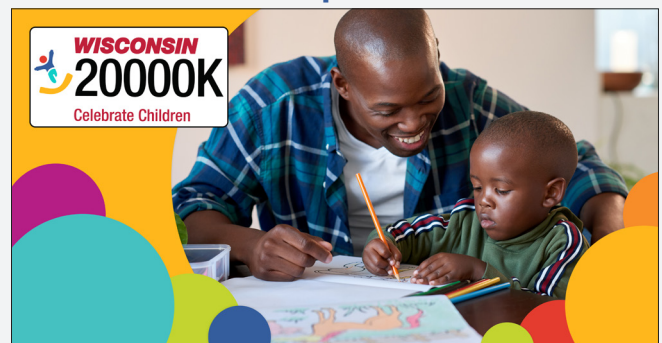
## March



As parents, we're constantly learning, growing and adapting. Celebrate Children! Foundation builds communities that give parents the tools and resources needed to drive a happy, healthy life for our loved ones.

**Join the movement** to help families across Wisconsin by purchasing a Celebrate Children! License Plate: [wisconsin.gov/Documents/formdocs/mv2899.pdf](http://wisconsin.gov/Documents/formdocs/mv2899.pdf)

## April



Sometimes we don't always have all the answers, but the Celebrate Children! Foundation helps us to make sure parents and caregivers are equipped to do their best!

With your additional \$25 we are able to provide families with 2 'Parenting on the Go' Bags that contain activities that help maintain positive relationships between parents and children and much more!

**Join our movement** in supporting the children in Wisconsin by purchasing your license plate here: [celebrate-children.org/support/purchase-your-plate](http://celebrate-children.org/support/purchase-your-plate)

May

Parenting is a journey.



Have you seen the Celebrate Children! License Plates when you're out and about?

These license plates signify understanding. Understanding that parenting can be hard. Parenting can be amazing. Parenting is a journey, and we've got this.

**Join the movement** by getting your own Celebrate Children! License Plate today: [wisconsin.gov/Documents/formdocs/mv2899.pdf](http://wisconsin.gov/Documents/formdocs/mv2899.pdf)

June

Support Families



A child's future is made up of many moments, from the second they are born to the moment they leave home, and beyond.

As parents, grandparents, and caregivers, these moments can sometimes feel overwhelming. But, Celebrate Children! Foundation lets us know that no challenge is too large and you don't have to go at it alone.

**Support the education funded by Celebrate Children! Foundation** by purchasing a License Plate today: [wisconsin.gov/Documents/formdocs/mv2899.pdf](http://wisconsin.gov/Documents/formdocs/mv2899.pdf)

July

Support programs that make a difference.



*"Learning about the protective factors, shines a light on the skills parents already have. And then, how can we make them flourish?" - Javin, Parent Co-Presenter for a Celebrate Children! Foundation funded training*

Celebrate Children! funded programs highlight your strengths as a parent and help you grow, because we're always looking for ways to improve for our children.

**Help support the programs that are making a difference** for caregivers across Wisconsin by purchasing a Celebrate Children! Purchase a License Plate today: [wisconsin.gov/Documents/formdocs/mv2899.pdf](http://wisconsin.gov/Documents/formdocs/mv2899.pdf)

August

Support Wisconsin Families.



*"There are very small changes that you can do to make sure those protective factors are there. And, once you make those small changes, you can see it within yourself and within your family." - Cassy, former staff member of a Celebrate Children! funded program*

The Celebrate Children! Foundation is driving the programs that are helping parents like you.

**Help fund these programs** by purchasing a \$25 Celebrate Children! Foundation License Plate, found here: [celebrate-children.org/support/purchase-your-plate](http://celebrate-children.org/support/purchase-your-plate)



## September

### How far can \$25 go??



#### How far can \$25 go??

\$25... provides information to six families with a newborn about their infant's crying, development, and how to cope with frustration.

\$25... supports materials for three families to participate in an 8-week comprehensive parenting class with parenting strategies to manage misbehavior and encourage good behavior.

\$25...provides 20 Wisconsin parents with group-based positive parenting seminars.

For an additional \$25 during your license plate purchase, you can make it a Celebrate Children! License Plate, helping children and families all across Wisconsin: [celebrate-children.org/support/purchase-your-plate](https://celebrate-children.org/support/purchase-your-plate)

## November

### Make an impact on the lives of children in Wisconsin.



Parenting is hard, but it doesn't have to be done alone. Celebrate Children! Foundation provides Wisconsin parents and caregivers with the tools to help them strengthen their family!

**You can make an impact** on the lives of children in Wisconsin by purchasing a license plate!

#### Get Started Today!

[celebrate-children.org/support/purchase-your-plate](https://celebrate-children.org/support/purchase-your-plate)

## October

### Help parents like you!



Every family has its bumps in the road, but together we can overcome challenges and strengthen one another. By purchasing a license plate, you're part of a larger community dedicated to providing Wisconsin families with the support, resources and education they need to steer them in the right direction!

**To learn more** about how to get your license plate, visit [celebrate-children.org/support/purchase-your-plate](https://celebrate-children.org/support/purchase-your-plate)

## December

### Help build thriving homes.



Did you know that \$25 can support materials for three families to participate in an 8-week comprehensive parenting class with parenting strategies to manage misbehavior and encourage good behavior?

**To get involved in the mission** to equip parents and caregivers with the tools to build thriving homes, purchase your license plate here: [celebrate-children.org/support/purchase-your-plate](https://celebrate-children.org/support/purchase-your-plate)

### Additional

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### Additional

#### Strengthening families all over Wisconsin.



The Celebrate Children Foundation is strengthening families all over Wisconsin. You can support their work by purchasing a Celebrate Children! license plate.

**To get involved in the mission** to equip parents and caregivers with the tools to build thriving homes, purchase your license plate here: [celebrate-children.org/support/purchase-your-plate](https://celebrate-children.org/support/purchase-your-plate)





# Celebrate Children!

FOUNDATION

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