



## Coalition Handbook

*Preventable injuries are the #1 cause of death to children in the United States.*

*Every hour, a child dies from an injury that was entirely preventable.*

*We can change this.*

*Welcome to Safe Kids Day 2014.*



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## Introduction

Thank you for your interest in participating in Safe Kids Day. This document provides detailed information about the fundraising and awareness activities that will be pursued in the months and weeks leading up to April 2014, the designated month for Safe Kids Day activities.

We've prepared this document for coalition coordinators. It is intended to provide each of you with the basic information and guidance you will need to plan a successful Safe Kids Day in your community. Whether you plan on activating Safe Kids Day as an online fundraiser or will pair an online fundraiser with an actual event in April, this guide outlines key information you will need to get started, as well as tips and tricks on planning and executing successful fundraising and awareness raising in your community.

### **WHAT IS SAFE KIDS DAY?**

Safe Kids Day is an annual fundraising, awareness, and event initiative to keep kids safe from preventable injuries, the #1 killer of kids in the United States. In April 2014, Safe Kids Worldwide and our partners will be working at the local and national levels to promote child injury prevention and motivate families in communities everywhere to join us in keeping kids safe.

### **WHEN IS SAFE KIDS DAY?**

For 2014, Safe Kids Worldwide will hold National Signature Safe Kids Day Events in Los Angeles and New York City on April 5 and April 12, respectively. These days are important for focusing awareness and marketing efforts. However, please feel free to plan your events and awareness campaign for when works best for you, your community, and your coalition. Anytime in the weeks surrounding April 5-12 will work well to coincide with the national campaign.



## How Do Coalitions Participate?

Your coalition may participate in Safe Kids Day in several ways:

1. **Virtual Online Fundraiser** – Use our fundraising platform to set up your own web site to accept and process donations. Promote your unique web site to local contacts and ask for support in the months leading up to April 2014. Your coalition will receive eighty percent (80%) of each individual donation you receive.
2. **Event** – Host an event in April 2014 where you welcome supporters to join you to celebrate and support Safe Kids Day. Your coalition will keep one hundred percent (100%) of all locally raised sponsorship funds for your event and eighty percent (80%) of donations from individuals.
3. **Awareness Campaign** – Remind your community about the good work you do and the purpose of Safe Kids Day! Put out a press release, activate a social media campaign, and send out an E-Newsletter talking about Safe Kids Day and this important cause.
4. **Cause Marketing** – Ask local business to designate % of their sales during a designated day or week in April – or perhaps during the entire month! This is a great way for local businesses to support Safe Kids Day and create awareness. One hundred percent (100%) of local cause marketing funds will stay local.

## HOW WILL SAFE KIDS WORLDWIDE PROMOTE SAFE KIDS DAY?

In the weeks leading up to Safe Kids Day, all participating coalitions, global partners, corporate supporters, celebrities, and spokespeople will be promoting Safe Kids Day with a simple message: will you make a donation to Safe Kids or join in April to celebrate our children and keep them safe?

At Safe Kids Worldwide, we'll be conducting a robust national Safe Kids Day awareness campaign using traditional and social media, celebrity spokespeople, and our corporate partners.

## HOW MUCH WILL IT COST TO PARTICIPATE?

Here's the best part: there is NO DIRECT COST to participate in online fundraising as part of Safe Kids Day. We'll help you get started, we'll provide training on how to make Safe Kids Day successful in your community, and we'll provide all the branding and promotional material needed to bring Safe Kids Day to life in your community.

If you choose to host an event, your coalition will be responsible for all event costs. But we certainly encourage you to, since hosting an event helps to further connect supporters to your cause and enables you to seek local sponsorships to underwrite these costs, and 100% of local sponsorship funds stay local.



While out-of-pocket costs will be minimal, each participating coalition will want to designate a person (either a staff member or a volunteer) to be responsible for Safe Kids Day. This individual will be responsible for coordinating all volunteers, activities and events related to Safe Kids Day, and depending on your level of engagement, a good portion of his or her time will be needed to meet the goals you will set for Safe Kids Day in your community.

### **HOW WILL FUNDS RAISED BE USED?**

Funds raised through Safe Kids Day will be used to support programs to keep kids safe from preventable injuries, the #1 killer of kids in the United States and a leading cause of injury and death to children globally. All donations are tax-deductible to the extent allowable by law.

The source of funds will determine local or national utilization:

- **Donations from Individuals:** 80% of funds raised by each coalition will support local injury prevention programs. The other 20% will be utilized by Safe Kids Worldwide to develop new national programs to educate parents and caregivers and protect children.
- **Donations from Local Sponsors or Matching Grants:** 100% of local sponsorship donations or matching grants raised by the coalition will stay local. Safe Kids requests all sponsor donations and matching grants to be recorded on the fundraising website to include in the official results. However, these donations should be made by check to the coalition and not sent through Safe Kids Worldwide.
- **Donations from National Sponsors:** 100% of national sponsorship funds will be put to use by Safe Kids Worldwide to cover the costs associated with creating the infrastructure and operations to support Safe Kids Day.



## Getting Started with Safe Kids Day

### ASSESSING YOUR CAPACITY TO PARTICIPATE IN SAFE KIDS DAY

Safe Kids Day provides coalitions with a simple way to raise awareness of our work and creative ways to raise funds to support the work we do every day to protect kids.

That said, participation in Safe Kids Day is entirely voluntary for Safe Kids coalitions. Here are a few questions you may want to discuss with your key leadership to determine if Safe Kids Day is right for you.

- 1. Does your coalition need additional funds to support injury prevention work in your community?** If the answer is yes, Safe Kids Day is a way to participate in a nationally branded campaign that will generate new revenue and bring new supporters to your organization.
- 2. Do we have time to dedicate to Safe Kids Day?** If you can spare a few hours every month, we'll provide the resources and tools to activate Safe Kids Day as an online fundraiser for your coalition. If you can spare a few additional hours, we'll provide valuable guidance on how to use that time to recruit volunteers and engage in activities that will maximize participation and visibility of Safe Kids Day.
- 3. Is my coalition allowed to raise funds?** Depending on your lead agency, you may have to obtain permission to participate in the fundraising portion of Safe Kids Day. If you are interested in bringing Safe Kids Day to your community, Safe Kids Worldwide will do all we can to help support your efforts to make this happen. Please note that you do not have to fundraise in order to activate on Safe Kids Day. While we certainly hope you can and do raise funds to support your great work and build your capacity, fundraising is not a requirement. You can still host an event or drive an awareness campaign aligned with Safe Kids Day.

### SIGNING UP

Each coalition that is participating in Safe Kids Day will be required to sign the Safe Kids Day 2014 Memorandum of Understanding ("MOU"). Please see attached for this MOU. We ask participating coalitions to review the terms and conditions, execute the MOU (including required signatures), and either scan to [SKD@safekids.org](mailto:SKD@safekids.org) or fax to the attention of Alana Juteau at 202.393.2072 **by December 1, 2013**.

### SETTING UP YOUR FUNDRAISING WEBSITE

We will be providing webinar training sessions on how to use the Safe Kids Day online fundraising software program and how to customize your coalition's home page. These seminars will start in the fall, and we will inform you of the schedule well in advance.



## **RECRUITING VOLUNTEERS TO HELP**

A key factor in the success of Safe Kids Day in your community will be identifying a group of people to serve as volunteers on your Safe Kids Day Leadership Committee. This committee will help you reach out to coalition partners and companies, organizations and individuals in your community to ask for support of Safe Kids Day.

What kinds of people make great Safe Kids Day Leadership Committee members? Identify individuals who have an inherent ability to connect people, who are networkers, and who are passionate about supporting child safety. Often, you'll find these individuals in leadership positions within companies or organizations. Members could be local business leaders, law enforcement, firemen or paramedics, doctors, lawyers, affected parents, members of the media, restaurant owners, or salespeople.

A quick rule of thumb: before approaching a person to participate, ask "can this person help secure at least 25 people to sign up for Safe Kids Day?" A well-connected community leader will find this task simple, and that's the kind of person you want on your committee. We recommend identifying 5-10 people to ask to join your Safe Kids Day Leadership Committee. Look for people beyond your current volunteers and use this as an opportunity to bring new people to the coalition. Recognize that some may not be able to join because of other commitments, and that some of the individuals you recruit will recommend other people to join.

## **HOSTING AN EVENT**

One important decision to discuss with your Safe Kids Day Leadership Committee is the option of hosting an event to celebrate Safe Kids Day in your community. There is no requirement to host an event for Safe Kids Day; however, many coalitions are interested in hosting events as a way to bring greater visibility to the cause; to provide a way to bring supporters together; and to raise more funds through local sponsorships. Events are also a great way to raise local sponsorship support from businesses and foundations. Additionally, annual fundraising events help to "train" supporters to give to a cause at a given time of year (think about the ubiquity of pink and supporting breast cancer causes in October).

This section will help you determine if a local Safe Kids Day event is right for you.

Events are a powerful way to communicate the broader mission of Safe Kids to your local community. A well-executed event creates excitement, generates "buzz" and brings participants closer to an organization and a cause. Even a simple event – such as the signature of Safe Kids Day – The Lookout Cookout, can be an inspiration for a community and can help to broaden your circle of supporters.

Events can also be a powerful motivator for fundraising, and open up additional sources of support via local sponsorships.

That said, even simple events require time, effort, and coordination, so if you are planning on hosting a Safe Kids Day event, it is worthwhile to take the extra steps to ensure it is well-organized and well-executed so that all participants have a great experience and look forward to participating year after year.



As you consider whether to host an event in April 2014, here is a list of items to help frame your decision-making. We suggest you review this list with your Safe Kids Day Leadership Committee.

1. **Volunteers** – Do I have a group of volunteers who can help me plan and execute an event? I will need help with logistics (securing the location, determining the flow of the event, permitting, day of volunteer recruitment, insurance, clean up, etc.); help with sponsors (to underwrite costs or provide in kind support); and help with coordinating media outreach.
2. **Calendar** – Are there competing events happening in April? Check your community calendar and ask around. If so, you may be able to tag on and make that event the local Safe Kids Day event.
3. **Do Fundraising Events Work in My Community?** – Some towns and cities have much greater success with hosting fundraising events while others do not. Think about the participation levels you’ve seen at other local fundraising events and determine if you can create an event that will draw people to participate.
4. **Unique Ideas Attract Attention** – Think about creating an inexpensive, simple but fun event idea that will bring families to participate. Given the mission of Safe Kids, inclusions of children – and event activities for kids – are likely to have a higher degree of success.





## Making Safe Kids Day a Success

### LAUNCHING SAFE KIDS DAY IN YOUR COMMUNITY!

While Safe Kids Day is taking place in April 2014, Safe Kids Worldwide is planning a national announcement and public awareness campaign that will launch in March 2014. We will provide customizable media releases, media outreach tips and talking points, and recommended web and social media messaging for coalitions and s to raise awareness locally.

The purpose of the launch is to officially “kick off” Safe Kids Day so that we have time to recruit participants. People give to people, and they support causes that their friends and colleagues care about. We want to provide coalitions and s enough time to reach out to current partners and get them excited about Safe Kids Day and ask them to support the cause and help to promote it as well.

### PROMOTING SAFE KIDS DAY

In the weeks leading up to Safe Kids Day, participating coalitions, Safe Kids Worldwide, corporate supporters, and volunteers will be promoting Safe Kids Day. There are many creative ways that coalitions can spread the word about Safe Kids Day in your local community.

- Utilize your website to promote participation
- Promote via your local media (we’ll provide a customizable release and talking points)
- Promote via Facebook and Twitter (we’ll provide posts you can use)
- Send a dedicated email to your email contacts (we’ll provide a sample email)
- Ask coalition partners to promote to their employees and partners
- Write an article to appear in your local newsletter
- Ask a trusted reporter to profile how your coalition helped to save the life of a child through your work and how you can support the cause through Safe Kids Day
- Reach out to local radio stations to secure free time on air to promote Safe Kids Day
- Visit local companies and ask them to host “Safe Kids Day” fundraising events at work where all employees who donate \$10 to the cause get to participate (pizza lunch, bake sale, wear your jeans day are all simple and fun ideas to suggest). Ask the company if they would consider matching dollar for dollar all employee contributions.
- Promote Safe Kids Day at the local events you are hosting or participating in (car seat checkup events, etc.)
- Work with lead agency to promote internally through channels.

### SETTING A GOAL AND REACHING IT

Safe Kids Day seeks to accomplish two things:

- Raise awareness of the cause of child injury prevention
- Raise funds to support both local and national programs to protect kids from preventable injuries



Setting goals around these two objectives will be an important job for your Safe Kids Day Leadership Committee. We recommend setting two numbers:

1. Total # of Supporters
2. Total Funds Raised

It is important to set a goal that is realistic and achievable.

Example: Let's say your coalition wants to sign up 200 supporters for Safe Kids Day and aims to raise a total of \$5,000.

By establishing a goal of 200 Safe Kids Day supporters, your leadership committee can establish strategies for achieving that goal, whether through personal requests to friends, family, or colleagues, or through outreach to local companies or organizations. Consider establishing a prize for the leadership committee member who signs up the most supporters...friendly competition is a powerful motivator!

By establishing a goal of \$5,000, your leadership committee can also establish strategies for requesting larger gifts. For example, you may approach a local foundation and ask them to make a challenge grant that will match each dollar raised by individuals for Safe Kids Day. You may ask local companies to match gifts made by employees. If you are hosting an event, you may find local companies willing to sponsor the event or pay exhibit fees to participate. Be sure to promote your sponsors through the online site, your website, social media channels, newsletters, etc.

### **BEYOND SAFE KIDS DAY**

Safe Kids Day will bring new supporters to your local coalition, and it is important to think about how you communicate with these individuals after April. Do you have a database of local supporters and contacts? Do you have a newsletter or e-newsletter that you distribute on a regular basis? Do you prefer to communicate via Facebook/Twitter with supporters? Do you send out notices of upcoming events to your supporters? Think about how you are going to communicate with your new fans beyond April, and how they can help to spread the word about Safe Kids and the great work that is being done every day to protect children in their community.



## FAQs

1. **Safe Kids Day will use an online fundraising system to capture contact information for donors. Who has access to these contacts?**

The fundraising system selected for Safe Kids Day enables each coalition to setup a unique website and web address where you can direct supporters to sign up for Safe Kids Day. The system enables each coordinator to communicate directly with anyone who has made a donation on their unique web page for Safe Kids Day. The coordinator can also export contact information from the fundraising system and import into your database.

2. **Is Safe Kids Worldwide planning on communicating with people who have donated to Safe Kids Day?**

Safe Kids Worldwide produces a monthly newsletter that includes stories, tips, and connectivity to local events. Unless a Safe Kids Day donor opts out of receiving this newsletter, we will sign them up to receive our newsletter monthly.

3. **What is Safe Kids Worldwide's policy on soliciting donors who have contributed to my local Safe Kids Day coalition?**

Safe Kids Worldwide will provide opportunities for each donor to Safe Kids Day to indicate if they wish to be excluded from local and national mailings, including solicitations. However, given that we are working to build an annual event and a broader cause, it will be important for Safe Kids Worldwide to have the flexibility to reach out to contributors to maintain regular contact via our newsletter as well as to provide opportunities to give to support the cause.

4. **When and how will funds raised via the website be made available to participating coalitions?**

**Online donations:** The final day for supporting Safe Kids Day 2013 will be May 31, 2014. In June 2014, final amounts raised online will be shared with all participating coalitions, and checks representing 80% of the gross of individual donations will be mailed on or before June 30, 2014.

**Local Sponsorships, Matching Grants, and Matching Donations:** As noted earlier, local sponsorships, grants and matching donation gifts will directly support the local coalition and will not be shared with Safe Kids Worldwide. With that in mind, the coalition may request all payments in check form and have the checks made out directly to their local fiscal agent (lead agency, etc.). It will be the responsibility of the coordinator to ensure all funds are received by May 31, 2014 and recorded on the Safe Kids Day website in order to be included in the calculations for the total amount raised to support Safe Kids Day in their community.



## 5. How do I process cash or check donations?

Safe Kids Worldwide strongly recommends having donations made online via your unique Safe Kids Day website. However, if your coalition does receive a cash or check donation, please deposit it into either your coalition's bank account or your personal bank account *immediately*. Keep a log of cash and check donations – make sure you have someone designated to do this. By May 31, 2014, send this log to Safe Kids Worldwide so that the funds can be taken into account for the 80% split between individual offline donations (cash and checks from individuals) and online donations.



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## Safe Kids Day 2014

### Memorandum of Understanding

This Memorandum of Understanding (“MOU”) is entered into this \_\_\_\_ day of \_\_\_\_\_, 201\_\_ (the “Effective Date”) by and between Safe Kids Worldwide and Safe Kids \_\_\_\_\_.

**WHEREAS**, Safe Kids Worldwide is creating “Safe Kids Day”, an annual fundraising and awareness campaign designed to keep kids safe from preventable injuries, which are the #1 killer of kids in the United States;

**WHEREAS**, Safe Kids Worldwide will be working at the local, national and global levels to promote child injury prevention and motivate families in communities everywhere to join Safe Kids Worldwide in keeping kids safe;

**WHEREAS**, the “Safe Kids Day” campaign will officially launch in March 2014, and “Safe Kids Day” will be celebrated at the national level on April 5 and April 12, 2014 (“Safe Kids Day 2014”); and

**WHEREAS**, Safe Kids \_\_\_\_\_ desires to participate in Safe Kids Day 2014, and Safe Kids Worldwide desires to have Safe Kids \_\_\_\_\_ participate in Safe Kids Day 2014.

**NOW, THEREFORE**, in consideration of the mutual promises contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

#### **I.      SAFE KIDS \_\_\_\_\_ RESPONSIBILITIES**

By agreeing to participate in Safe Kids Day 2014, during the Term (as defined below) of this MOU, Safe Kids \_\_\_\_\_ will:

1. Setup a fundraising page on the Safe Kids Day website created by Safe Kids Worldwide (if allowed by lead agency).
2. Designate a Safe Kids Day primary contact who will be responsible for implementing the awareness and fundraising activities in our community.
3. Participate in a mandatory one-hour webinar training, “Safe Kids Day 101,” which will provide a basic overview of activating Safe Kids Day in your community. Additional trainings on fundraising, marketing and event planning will also be offered but participation in those trainings is voluntary.
4. Promote Safe Kids Day 2014 via our local events, our community partners, and via available outreach channels (web, social media, traditional media).
5. Agree to the distribution of funds raised, as further detailed below.



6. Send log of all offline donations (cash and checks received from individuals) to Safe Kids Worldwide by May 31, 2014.
7. If my coalition chooses to host a Safe Kids Day event in April 2014, we will follow the guidelines set forth by Safe Kids Worldwide with regard to event branding and promotion, and register the event with Safe Kids Worldwide.
8. If my coalition chooses to promote Safe Kids Day 2014 via traditional and social media, we will follow the guidelines set forth by Safe Kids Worldwide with regard to messaging and branding.
9. Indemnify and hold harmless Safe Kids Worldwide, its affiliates, officers, directors, employees and agents from and against any and all liabilities arising from its obligations hereunder and from its negligence in the performance hereunder.

## **II. SAFE KIDS WORLDWIDE RESPONSIBILITIES**

### **During the Term of this MOU, Safe Kids Worldwide will:**

1. Create the infrastructure and operations to launch and manage Safe Kids Day 2014, a global annual fundraising and awareness initiative to support the cause of child safety.
2. Establish an online platform for managing all fundraising efforts for Safe Kids Day 2014, Safe Kids Worldwide and individual coalitions.
3. Develop marketing messaging and materials to support Safe Kids Day promotion.
4. Provide a comprehensive Safe Kids Day Handbook for Coalitions, including guides for online fundraising campaigns, recruiting volunteers, examples of local sponsorship packages, marketing local efforts and hosting an event on Safe Kids Day 2014.
5. Conduct a series of free webinars and trainings related to Safe Kids Day 2014, including a webinar on how to use the fundraising website.
6. Provide ongoing support on use of the online fundraising platform and service support.
7. Secure national sponsors for Safe Kids Day 2014 to help offset costs associated with operations and infrastructure of the campaign.
8. Track, handle and account for funds raised through online donations.
9. Issue a check to the coalition for eighty percent (80%) of funds raised from individuals by the coalition's online fundraising efforts by June 30, 2014.

## **III. TERM AND TERMINATION**

This MOU shall be effective from the Effective Date through June 30, 2014 (the "Term"). This MOU may be renewed by mutual written agreement of the parties. Either party may terminate this MOU, with or without cause, upon thirty (30) days prior written notice to the other party.



#### IV. DISTRIBUTION OF FUNDS

Safe Kids \_\_\_\_\_ and Safe Kids Worldwide hereby agree to distribute the funds raised in connection with Safe Kids Day 2014 as follows:

1. **Donations from Individuals:** Eighty percent (80%) of each individual donation raised by each coalition will be used to support local injury prevention programs. The other twenty percent (20%) will be utilized by Safe Kids Worldwide to develop new national programs to educate parents and caregivers and protect children.
2. **Donations from Local Sponsors or Matching Grants:** One hundred percent (100%) of local sponsorship donations or matching grants raised by the coalition will stay local. Safe Kids Worldwide requests all sponsor donations and matching grants to be recorded on the fundraising website so they can be included in the official results; however, these donations or matching grants can be made by check to the coalition and should not be sent to Safe Kids Worldwide.
3. **Donations from National Sponsors:** One hundred percent (100%) of national sponsorship donations received will be put to use by Safe Kids Worldwide to cover the costs associated with creating the infrastructure and operations to support Safe Kids Day 2013.

#### V. MISCELLANEOUS

1. **Compliance with Law.** Both parties shall comply with all applicable federal, state and local laws, statutes, codes, regulations, rules, ordinances, orders and other public requirements now or hereafter in effect pertaining to this MOU.
2. **Notices and Contact Person.** Any notice, demand, offer, communications or other written instruments required or permitted to be given pursuant to this MOU shall be in writing signed by the party giving such notice and shall be hand delivered or sent by certified letter, facsimile, or reputable overnight courier to the other party at such address as set forth below:

If to Safe Kids Worldwide:

Safe Kids Worldwide  
1301 Pennsylvania Ave., NW  
Suite 1000  
Washington, DC 20004  
Attn: Alana Juteau  
Email: [ajuteau@safekids.org](mailto:ajuteau@safekids.org)  
Facsimile: (202) 393-2072



If to Safe Kids \_\_\_\_\_:

Safe Kids \_\_\_\_\_

[INSERT ADDRESS]

[INSERT ADDRESS]

Attn:

Email:

Facsimile:

The effective date of notice issued pursuant to this MOU shall be three (3) days after deposit in the U.S. First-Class Mail, one (1) day after delivery to an overnight courier service, or on the day of delivery if by hand or facsimile provided there is confirmation of receipt. Each party shall have the right to change the place to which notice shall be sent or delivered by similar notice sent to the other party.





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**Safe Kids Day 2014**  
**Memorandum of Understanding**  
**Signature Page**

By signing below Safe Kids \_\_\_\_\_ and Safe Kids Worldwide agree to participate in Safe Kids Day 2014 as outlined above.

**Safe Kids** \_\_\_\_\_

**Safe Kids Worldwide**

\_\_\_\_\_  
*Coordinator Signature*

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Coordinator Name*

\_\_\_\_\_  
*Name*

\_\_\_\_\_  
*Coordinator Email*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Date*

**Safe Kids Day Lead**

Safe Kids Worldwide strongly recommends that each coalition name an official lead for Safe Kids Day *other than the coalition coordinator*. We would like to include these leads in communications and webinars.

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone/Email: \_\_\_\_\_

Please review the terms and conditions of the Safe Kids Day 2013 MOU, execute the MOU (including required signatures), and either scan to SKD@safekids.org or fax to the attention of Alana Juteau at 202.393.2072 at by December 1, 2013.

