



Safe Kids Day: The Beginning of A Great Tradition



Overview & Results



Rate Carr

President and Chief Executive Officer

Safe Kids Worldwide



You Inspired Us

At the November 2011 conference, you told us you needed:

- Greater awareness of Safe Kids & our mission
- More funds to support your work locally

We Looked at Local/National Models









And Created Our Own

Our goals for Safe Kids Day:

- Raise awareness of Safe Kids and our mission.
- Raise funds to protect kids at the local, state and national.
- Create fun, family-friendly events that celebrate the potential of every child.

And Then...We Leaped

New initiatives are always a leap of faith – we dream about making the world better and hope our efforts will succeed.

The same was true for **Safe Kids Day**.

Our Supporters

We dreamed about securing a national sponsor...

We had **three**.



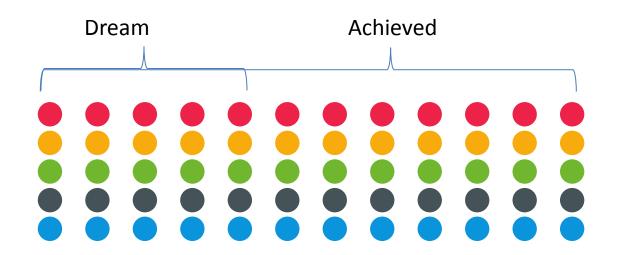




Coalition Partnership

We hoped 50 coalitions would join our efforts...

120 did.



Local Celebrations

We invited coalitions to host Safe Kids Day events...

70 events took place on or around May 18.





We Planned a Signature Event

We approached individuals, companies and foundations to help underwrite our signature Safe Kids Day event...

And **seven** did.



Celebrating in NYC

We hoped our signature event in New York City

would draw a crowd...

More than **400** kids and families— and Molly the Fire Safety Dog — joined in our celebration.





Our Media Partners

We asked media partners to help promote Safe Kids Day...

We had **13.7 million** donated media impressions, including 4 new PSAs produced by NickMom.













AOL Cause of the Day

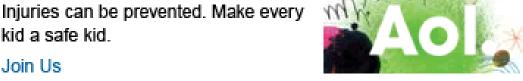
AOL featured Safe Kids as the cause of the day...

And we received **double** the traffic to our site on May 18 as a result.

CAUSE OF THE DAY



Safe Kids Day Injuries can be prevented. Make every kid a safe kid



Shout it from the Rooftops

We hoped to create "buzz" in the media about Safe Kids.

Our national and local PR efforts resulted in **63 million** media impressions.



Build it and They will Visit

We built a dynamic Safe Kids Day web presence...

And had 689,000 visits and 2 million page views.





Safe Kids Day

May 18, 2013



Get People Talking

We achieved **28.5 million** Facebook impressions, and the #SafeKidsDay hashtag received over **2 million** impressions, including mentions from:

- Hollywood Life (75,621 impressions)
- Nigel Barker (432,056 impressions)
- Chef Josie (15,081 impressions)
- Kristy Kowal (12,258 impressions)



Create New Champions



We hoped to attract new donors to Safe Kids...

Safe Kids Day brought over **800** new supporters to our cause.

Protect Kids

We hoped to raise funds to help protect kids from preventable injuries...



Over **\$660,000** raised from Safe Kids Day 2013.

Pretty Good for Our First Year!

Thank you to all who celebrated the inaugural Safe Kids Day with us.

We hope that all of you will join us to celebrate Safe Kids Day 2014!

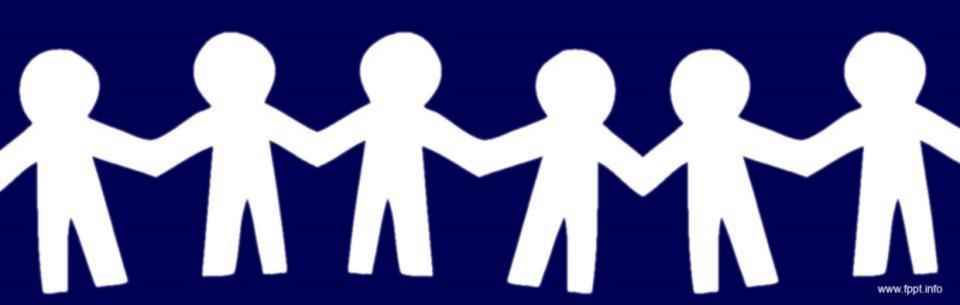




Safe Kids Day



Sally Kreuscher



Permission from Lead Agency Logistics Planning Fundraising



Lead Agency

- Golisano Children's Hospital of SW Florida
 - \$125 Million Capital Campaign
 - Foundation supportive of advocacy efforts
 - Jim Rice autographed baseball
 - 2 Different Hats

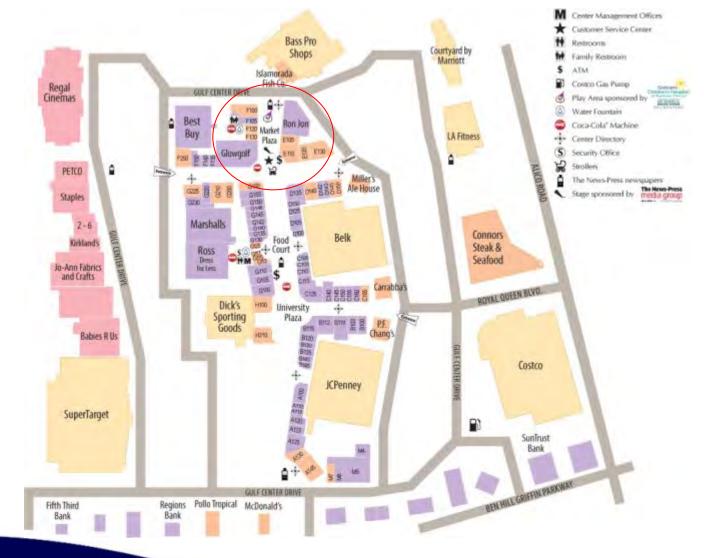


Logistics

- Saturday, May 18 from 11a.m. 2p.m.
 - Mid-High 90's
- Gulf Coast Town Center
 - Playground built by Lead Agency
 - Traffic
 - 20 Anchor Stores, 20 Restaurants,& 50 Specialty Shops







Planning

- Lookout Cookout
- Hero Award
- Speakers
- Interactive Booths
- Dance Group & Martial Arts
- Children on Stage

- Sponsorship Levels
 - \$200 Reserve a Booth
 - \$500 Sponsor the Event
 - Included media
 - Address crowd on microphone
 - Booth at Event



Speakers

- Michele King & Buffy Hagood, Drowning Prevention
- Mark Tesoro & FGCU Athletic Trainers, Youth Sports Injury Prevention
- Hannah Grant Family, Distracted Driving
- Reggie McKinnon, Hyperthermia Awareness
- Caryn Smith, Bullying Prevention





Drowning Prevention





Youth Sports Injury Prevention







Distracted Driving



Hyperthermia Awareness



Bullying Prevention



Fundraising

- Inquired from Foundation about who not to seek money from
- Hit the pavement
- Press release looking for sponsorship
- Utilized coalition members



Coordinator Provided:

- Sponsorship Form
- Business Card
- Safe Kids Lee/Collier Counties Brochure



Injuries are the #1 KILLER of kids in the United States. Around the world, ONE MILLION children die each year from preventable injuries. Millions more are injured in ways that can affect them for a lifetime. YOU CAN HELP KEEP KIDS SAFE!

WOLF RE INVITED.

Join Safe Kids Lee/Collier Counties for a fun day of education and fundraising in support of local and worldwide injury prevention programs.

SATURDAY, MAY 18, 2013 • 11 A.M. - 2 P.M. SAFE KIDS DAY LOOKOUT COOKOUT CELEBRATION GULF COAST TOWN CENTER

At the Lookout Cookout we will be celebrating the potential of every child, playing games that integrate safety information and enjoying great food.



START A CORPORATE TEAM

Making a difference is fun and easy when you work together! Grab your co-workers and form a Safe Kids fundraising team. To register your team, go to SAFEKIDSDAY.ORG and search for Safe Kids Lee/Collier Counties. Once your team is created, it's simple for team members to spread the word and ask their family and friends to make a donation online. We encourage you to be creative and motivate your team with prizes and perks. And while we hope you'll be with us for the Safe Kids Day Lookout Cookout Celebration, being part of a team is a chance to PARTICIPATE EVEN IF YOU CANNOT ATTEND THE EVENT. Form a team today and find out how giving a little can help a lot!

SPONSOR THE EVENT FOR \$500

You can help save lives by sponsoring the Safe Kids Lookout Cookout Celebration! In appreciation of your generosity, you will receive the following BENEFITS: reserved booth in a prime location to promote your company the event attendees; RECOGNITION in event promotions including news release, website, social media, e-newsletter, flyers and signage; the OPPORTUNITY to address the crowd on the loud speaker; and Safe Kids Lee/Collier Counties Coalition membership. *Booth sponsors must provide their town table and table cloth, and must be set-up by 10:30 a.m. and able to stay the duration of the event.

RESERVE A BOOTH FOR \$200

Be a part of the fun on May 18 by reserving a booth at the Safe Kids Lookout Cookout Celebration. As a booth sponsor, your company will have a PRESENCE AMONG EVENT ATTENDEES. Guests will be encouraged to visit your booth throughout the event where you'll be able to display and distribute literature and other promotional items about your company. *Booth sponsors must provide their town table and table cloth, and must be set-up by 10:30 a.m. and able to stay the duration of the event.

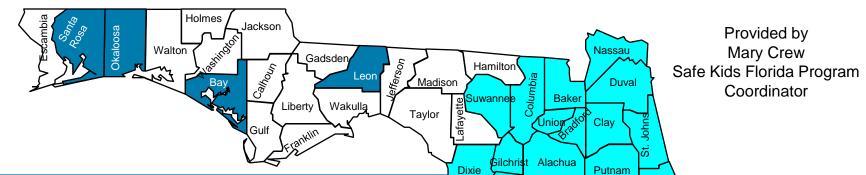
SIGN-UP OF LEARN MORE

To participate or learn more, contact Sally Kreuscher at SALLY.KREUSCHER@LEEMEMORIAL.ORG or call 239-343-6199, or visit SafeKidsLeeCollier.org.





TO DONATE VISIT SAFEKIDSDAY.COM AND SEARCH FOR LEE/COLLIER COUNTIES COALITION



Safe Kids Chapters & Coalitions

- <u>Chapters (6):</u> Emerald Coast (Bay), Marion, Osceola, Lake/Sumter, Panhandle (Okaloosa and Santa Rosa) and Tallahassee (Leon)
- Coalitions (11): Broward, Dade, Tampa, Lee, Collier, North Central Florida (Alachua, Bradford, Columbia, Dixie, Gilchrist, Levy, Suwannee & Union), Orange, Northeast Florida (Baker, Clay, Duval, Nassau, Putnam & St. Johns), Palm Beach, Seminole, Suncoast (Pasco, Pinellas, Polk, Manatee & Sarasota), and Volusia/Flagler

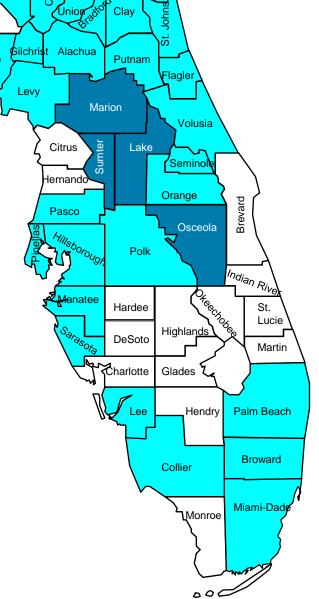
Lead State Agency for Safe Kids Florida -Department of Health, Injury Prevention Program, 4052 Bald Cypress Way, Bin #A22, Tallahassee, FL 32399-1722, (850) 245-4982.

Note: The highlighted counties are counties with a Safe Kids presence. Thirty-six (36) of the counties represents 81% of Florida's 0-19 year old population.

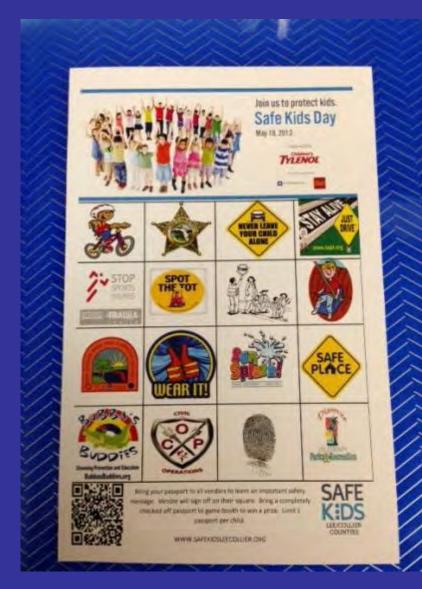
Revised 04/2013



In 2011, the childhood unintentional injury fatality rate in Safe Kids counties was 28% lower than the rate in non-Safe Kids counties which corresponds to 110 fewer deaths than expected had the fatality rates been the same.



Passports





Pictures from Safe Kids Day































Questions?



Sally Kreuscher Safe Kids Lee/Collier Counties 239-343-6199 Sally.Kreuscher@leememorial.org



Safe Kids Maricopa County First Annual Safe Kids Day May 18, 2013

The Good

The Bad

and

The Going To Be Better Next Year!



In the Beginning

- Inform board of SKW Safe Kids Day vision and direction
- Form a Safe Kids Day Committee
- Schedule regular planning meetings



First Meeting

- Determine what from the SKW Safe Kids Day plan would work due to regional limitations (a.k.a. it's HOT in May!)
- Desire to honor families and donors
- Venue brainstorm... shade, family-oriented, FREE



Desert Ridge Marketplace SAFE Phoenix, AZ Phoenix, AZ

Why Desert Ridge Marketplace?

- Reputation for engaging families to enjoy amenities!
- Regular family-based events on site year round
- Easily-accessible, easy to find, well-known
- SHADE
- Several restaurants onsite to possibly stick to theme shopdesertridge.com

The Good, Bad and Better Next Year?

- GOOD: Support from Desert Ridge Marketplace Management
- BAD: No luck getting a restaurant sponsor w/short timeline
- BETTER NEXT YEAR: Will secure a food partnership early



Plan B

- Keep Desert Ridge Marketplace venue
- Utilize location amenities
- Capitalize on captive audience
- Honor donors, but keep it fun



Safety Hero Safety Exploration at Desert Ridge Market Place!







Carlitos the Safety Kid!

Getting Organized

- Created a plan to make SKD interactive
- Consulted Desert Ridge Marketplace & integrated their feedback
- Began looking for donations for prizes
- Began advertising strategy
- Consulted with SKD program staff
- Started volunteer list
- Created donation website
- Started to panic...!

SKMC Safe Kids Day Details

- Invite the participants to dress like a "Safety Hero"
- Created a list of safety clues for the exploration
- Plotted location of safety booths throughout venue
- Solidified plans, rules and timeline for event day

Partnered with Local families to support the cause!

- Put real life examples front and center
- Support our parent partners
- Spread the word about the cause
- Media coverage



Brace It for Brayden Furniture/TV Tipovers

We want to spread the awareness of bracing large furniture and appliances in your home to prevent tip over accidents that may result in fatal injuries, or worse, death.

www.facebook.com/BraceItForBrayden





Ray Ray's Pledge

Never Leave Your Child Alone



OUR MISSION: TAKE ACTION AGAINST HEATSTROKE!

www.rayrayspledge.com







Emmett's Fight

Help us spread the awareness of the dangers of button battery ingestion.



www.emmettsfight.com





RESULTS!





The Good

- Getting our fundraising feet wet
- Desert Ridge Marketplace Partnership
- Vendor and participant feedback
- Catching the fundraising "bug"
- Support and guidance from SKW
- Participation of our local afflicted families
- Created the D con fan
- It was a really GREAT DAY!!!



The Bad

- Lead Agency and Board initial buy in
- Short timeline
- Inexperience (and panic)
- Getting pre-event donation
- Pulling in families from venue
- No food "sponsor/partner"
- Heat!!



Better Next Year

- Begin Planning for event 6 months in advance
- Utilize social media to its highest capacity
- Focus on donations more than event
- Collaborate early with parent partners
- Media coverage
- Two words: LOCAL SPONSORSHIP!!!

Questions?

Thank You!

Zoraida Ettrick

Safe Kids Maricopa County – Coordinator
Injury Prevention Manager
Maricopa County Department of Public Health
zoraidaettrick@mail.maricopa.gov

Safe Kids Day Safe Kids Palm Beach County





Where do we start?

- Safe Kids Worldwide
- Miami Dolphins Foundation
- Ummmm.....YES
- Boca Raton NJROTC
- DePuy Synthes
- Duffy's Grill
- And many more sponsors











VMP

Vehicle Maintenance Program



Former Commissioner
Consumer Product Safety Commission

Bethesda HealthBethesda Hospital East



Carissa and Macy from the **Miami Dolphins Cheerleaders** visited with the kids and gave them an autographed team photo.

Safety Obstacle Course was a huge hit with the teenagers. They raced against each other by putting on the correct life preserver, diving under the white sheet that signifies smoke, selecting the correct helmet and securing it and lastly hopping on a tricycle to navigate around cones.



Meet the Doctor.....

and the Boca Raton Community High School Team



Dr. Dominic Carreria, MD



Having fun while learning safety!











And more fun!











And more fun!













Questions?

Kelly Powell
Coalition Coordinator
Safe Kids Palm Beach County
kpowell@gocpg.org

Tools for Coalitions





Safe Kids Day Website



Fundraising Tools

- Customizable letters for:
 - Corporate Prospects
 - Philanthropic Prospects
 - Individual & Family Prospects
- Customizable PowerPoint for Prospects
- Donation Makes A Difference





Safe kids dimics teach coaches, parents and young athletes how to award concussions and other serious sports injuries. We hope to hest kist year's record of making sports safer he 650,000 kids through our clinics.



Sefe Kids works with local communities to make neighborhoods unfer with improvements like speed bumps and cross sealia, and with education programs for kids. Mext year: special focus on teenage walkers distracted by cell phones.



Safe Kids helps parents make homes sale towers for children, keeping them safe around fire, water, medicine and more. Too many kids are rushed to the emugency room for accidents that could be avaided. Help as keep them safe.



Each year, Safe Kids hosts more than 8,000 car seat check-up events and our certified technicians install term of thousands of our seats to keep kids safe, 7,3% of our seats are installed incorrectly tip in its that.

Fundraising Site



Communications Tools



Safe Kids Worldwide Overview



Safer in 7



Quick Facts About Safe Kids Day



Social Media Tools

Facebook Cover Image



Badges





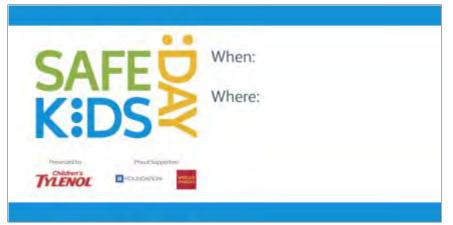


Event Tools

Postcard



Printed Banner





T-Shirt Designs



Flyer/Poster



Step-by-Step Guides



- How to Make the Ask in Fundraising
- How to Engage Family Advocates
- How to Secure Media

Webinar Trainings

- 8 Safe Kids Day Webinar Trainings:
 - Safe Kids Day 101 (2)
 - Safe Kids Day Website Trainings (2)
 - Optimizing Safe Kids Day Fundraising
 - Event Planning
 - Safe Kids Day Marketing & Public Relations (2)

Feedback



• Of those who reached out for press, nearly 80% were able to get press hits for Safe Kids Day!

Sponsors

 Almost all of those we heard from who reached out to sponsors either received some type of support, or made valuable connections for the future.

Web Presence

 Some confusion between difference of fundraising site and safekidsday.com.

Feedback

- In the survey, the tools provided to you were all rated, on average, between 3.7 and 5 on a scale of 1 to 5.
 - Safer in 7 Messages rated highest
 - How to Guide on Engaging Family Advocates was lowest

Feedback

- What would you change?
 - Timing both lead time, and time of year
 - Frustrations with fundraising piece both gaining sponsorships and using online donation site
- How would you rate your experience with Safe Kids Day?
 - 48% found it be a valuable experience
 - 10% loved Safe Kids Day!
 - 35% of you were neutral about the value of Safe Kids Day

Join In!

Safe Kids Day is about capacity building for our coalitions. We want all of you to have a positive experience, and we are here to assist in ANY way we can.

We hope you will join us for 2014!

Questions?

Alana Juteau Development Associate Safe Kids Worldwide ajuteau@safekids.org

