**MAKING THE ASK**

*These talking points can be used to approach community leaders and potential supporters to get involved and support Safe Kids Day.*

*Where red, be sure to put in the appropriate information.*

**Making the Ask**

**Talking Points for Requesting Support for Safe Kids Day**

Overview: This document is intended to help coalition coordinators approach community leaders and potential supporters to get involved and support Safe Kids Day.

**Step 1: Create a list.**

Whether you are recruiting volunteers to serve on your Safe Kids Day Leadership Committee, or calling companies for sponsorship, the first step is to identify who you are calling. Better to have a small list of very good prospects – people that you already know (such as local business owners who have worked with you on Safe Kids events or programs in the past) or people who have a significant interest (either personal or professional) in child injury prevention. If you are calling a company or philanthropic organization for sponsorship, identify the right person at the right level – ideally someone in the senior management and/or in marketing. Try to find out a bit about each person on your list.

**Step 2: Create your talking points.**

* Safe Kids Day is an awareness and fundraising initiative to prevent childhood injury.
* Our community is joining hundreds across the nation to celebrate Safe Kids Day on May 18th.
* On April **XX**, we are planning [**fill in high level details – keep it brief and make it sound fun!]**
* Funds raised through Safe Kids Day will support a critically important cause – preventing injuries to children.
* That’s what we do here at Safe Kids [**Coalition Name**], and we are part of Safe Kids Worldwide, a nonprofit organization that works here the United States and globally to keep kids safe.
* Preventable injuries are the #1 killer of kids in the United States, and in our community, xxx children die each year from injuries that are preventable.
* Here in our community, Safe Kids [**Coalition Name**] is part of [**Lead Agency**] and we do incredible work to protect kids. We do **x, y, and z** [**communicate the two or three points of pride…tie it back to the programs you manage through Safe Kids…Buckle Up, Walk this Way, Sports Safety, etc**.]
* I know of your [**interest in child safety, community leadership in charitable causes, company’s commitment to children**] and would like to ask you to help us with Safe Kids Day in our community.
* Would you [**consider a sponsorship of Safe Kids Day, serve on our Safe Kids Day Leadership Committee, make a donation to support Safe Kids Day, create a Team page to help us raise funds to support Safe Kids Day**]?
* It would mean so much to have your leadership and support of this important initiative.

**Some Tips:**

* Consider sending a letter in advance of calling to set up a meeting if you don’t know the person. It may help make the meeting more productive.
* Make sure you know what you are asking each person for (volunteer, donation, sponsorship) but also recognize that a person may be interested in doing all three – or none of the above.
* Try to ask in person. It is easier to get someone to commit if you’re sitting in front of them.
* Practice. Sometimes it helps to roll play with a trusted friend or family member.
* Have fun – Safe Kids Day is going to be celebration, and a person is more likely to say yes if the person making the pitch is upbeat and inspiring.

**If you hear “YES”**

Congratulations! Make sure the person you’ve asked understands what they’ve committed to and let them know you will follow up with a formal letter (especially if they’ve made a commitment to contribute).

**If you hear “NO”**

Thank the person for their time, and be sure to invite them to participate in your Safe Kids Day activities. Keep them abreast of the work you are doing and recognize that people say no for lots of reasons – already committed to other causes, financial constraints, etc. Don’t take it personally. You may even ask the person, “Do you know anyone or any company that might be a good fit for Safe Kids Day?” Sometimes the best leads come from the most unlikely places!

**Finally…**

Good luck! We are so excited about all that you are setting forth to achieve by bringing Safe Kids Day to life in your community. If you need help, want to practice, or just need a morale boost, please give us a call…we are here for you.