Safe Kids Day: The Beginning of A Great Tradition
Overview & Results

Kate 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.

[Logos of Children's Tylenol, GM Foundation, and Wells Fargo]
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.
NYC Signature Event
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.
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.
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!
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
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
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!

YOU'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 and 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 own 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 own 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 OR 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**

**Chapters (6):** 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


**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
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

Solution...
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
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
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
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

Your Donation Makes a Difference

- $10 Protects Child Athletes
- $25 Protects a Child Walking to School
- $50 Protects a Child at Home
- $100 Protects a Child in and Around Cars

Safe Kids clinics teach coaches, parents, and young athletes how to avoid concussions and other serious sports injuries. We hope to beat last year’s record of making sports safer for 650,000 kids through our clinics.

Safe Kids works with local communities to make neighborhoods safer with improvements like speed bumps and crosswalks, and with education programs for kids. Next year special focus on teenage walkers distracted by cell phones.

Safe Kids helps parents make homes safe havens for children, keeping them safe around fire, water, medicine and more. Too many kids are rushed to the emergency room for accidents that could be avoided. Help us keep them safe.

Each year, Safe Kids hosts more than 8,000 car seat check-up events and our certified technicians install tens of thousands of car seats to keep kids safe. 73% of car seats are installed incorrectly. Help us fix that.
Fundraising Site

Join us to protect kids.
May 18, 2013

Safe Kids Worldwide HQ
A Team Fundraising Page Benefiting Safe Kids Worldwide

DONATE NOW

TEAM GOAL: $10,000
RAISED SO FAR: $13,061
TEAM RANKING: 4 of 122
FUNDRAISERS: 15

HOW DONATIONS HELP
Communications Tools

Safe Kids Worldwide Overview

Quick Facts About Safe Kids Day

Safer in 7
Social Media Tools

Facebook Cover Image

Join Us on Safe Kids Day
www.safekids.org

Badges

SAFE KIDS DAY
Presented by Children's TYLENOL
May 18, 2013

Make every kid a safe kid.
Event Tools

Postcard

Flyer/Poster

Printed Banner

T-Shirt Designs
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

• Media
  • 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?