



A Time for Families

A great way to reach a variety of people is to plan a variety of events.

One way to incorporate several different types of events into your Blue Ribbons for Kids campaign is to hold a week or month for families. This lets your community devote a specified time period to events focusing on building family relationships and preventing child abuse and neglect.

In 2005, the Mosinee Family Resource Center in Wisconsin held a “Week for Families” campaign. In 2007, the Pierce County Department of Human Services and the Jim Dollahon Memorial Fund successfully implemented a month for families.

Project implementation

1. Plan a schedule of events.
 - Choose the events you want to hold. Suggestions from Children’s Service Society of Wisconsin’s Mosinee Family Resource Center include a restaurant expo, a business and community expo, children’s activities in schools and a “Blue Ribbon Day” of family oriented entertainment.
 - Schedule your events at convenient times to maximize attendance. Evenings and weekends tend to be most convenient.
 - Keep your target audience in mind. Events should be fun and family friendly. You may want to ask for input or even help in planning from community members to ensure successful events.
 - Target specific age groups (young children, parents, community leaders, teenagers) with an assortment of age-minded events. Examples from Pierce County’s campaign include evening readings for children at a library, a school door-decorating contest, a brunch and silent auction for community leaders, an ice cream social, and sponsored talks in middle and high schools.
2. Plan each of the individual events of your week or month.
 - Create committees responsible for each separate event.
 - Determine the budget, location, advertising and materials for each event.
 - Contact people in your community who may be willing to donate space, materials or services for a good cause.
3. Contact local organizations to ask for their help.
 - Contact family resource centers or child advocacy teams. They may want to collaborate with you on your week or month for families.
 - Personally contact owners of businesses to ask for donations or participation in events.
 - Attend school board meetings or speak to staff members at your local school to enlist their help in facilitating school activities.
 - Contact potential sponsors by mail or in person. Try past sponsors or contact local organizations to see if they are interested.
4. Advertise.
 - Work with your local newspaper to develop an article or a calendar about your week or month of families. Write-ups are good because they are able to describe your events more fully.
 - Ask local organizations to include information in their newsletters.
 - Consider posters and radio and television ads. You may not be able to include all the information about the week or month, but you can focus on specific events.
 - A cheerfully decorated calendar of events really brings the different events into one single celebration. All days don’t need to be planned for—some can contain simple family-friendly suggestions: to go for a walk together, or name the things you love about someone special. Another addition to the calendar could be a series of inspirational quotes about children and family.