



Involving Your Community

Regardless of what your campaign idea is, the best way to spread the word is to involve as much of the community as possible.

Involving the community, however, is not an easy task. Below are some ways to draw people from all over the community to participate in your campaign.

The Child Abuse Prevention Committee in Sheboygan, Wis., successfully implemented many of these campaign ideas.

Project implementation

1. Local businesses: This is important for advertising and distribution of materials.
 - Contact businesses by phone or visit them personally to ask for their involvement in your campaign.
 - Provide prevention materials that businesses can post or hand out to their customers.
 - Some businesses may be willing to donate money or in-kind goods to your campaign.
2. Collaborating groups: These groups will be able to offer unique views, ideas and skills to your campaign.
 - Look for agencies with missions involving children's issues. Call them with a basic campaign idea and ask if they would like to assist in planning and executing it.
 - Include a variety of collaborators because each will have something unique to offer to the campaign.
 - Consider creating a special theme for your campaign and collaborate with agencies aligned with this theme.
3. Volunteers: You may need more people to carry out your campaign than you and collaborating agencies can provide.
 - Use the connections you have. Your team members should spread the word to local clubs and groups in which they are involved.
 - Ask local businesses to post fliers looking for volunteers. Include the who, what, when, where and why of your campaign.
4. Community members: This is where you spread the message of child abuse prevention. Some ideas include:
 - Distribute Blue Ribbon pins or stickers.
 - Distribute placemats or display table tents at local restaurants.
 - Distribute brochures at local businesses.
 - Provide grocery bag stuffers to local stores.
 - Distribute parenting materials from your organization or blue ribbon materials.
5. Things kids can do to help: Sometimes, young adults or youth groups will want to get involved in helping other children. Some activities kids have taken up include:
 - Talking to local businesses to ask for donations.
 - Crafting homemade bookmarks, buttons, and blue ribbons.
 - Speaking to elementary school students about safety and awareness—often times children will be more engaged listening to someone their own age.
 - Tying blue ribbon streamers around trees and poles in their neighborhood.