

Toolkit Contents

“**The Power of One**”, a statewide initiative, asserts that the power of one person, one community, one dollar, one action, etc. during April will help to protect children from abuse and neglect throughout Michigan. Because the safety and well-being of our children is a concern felt by all, the contents of the CAP Month Toolkit are intended to serve as a resource to help meet those concerns. The information provided in this toolkit contains copy-ready materials.

How to Use the Toolkit...

Use the content of the toolkit any way you like to make your observance of Child Abuse Prevention Month 2017 count. You have permission to copy or reprint anything in the toolkit. Feel free to customize the materials and to add the name of your group or your local program information. There is a variety of informational handouts, visual aids and other tools including; CAP Month activities and fundraising ideas. The toolkit can be found at:

<http://tinyurl.com/CTFCAPTToolkit>.

The Folder Includes:

- *Folder – CTF CAP Month Campaign*
 1. Cover Letter from CTF Executive Director
 2. Prevention Awareness Day Brochure
 3. The Power of One – Statewide Initiative
 4. Pinwheels for Prevention – National Campaign and Ideas for a Successful Pinwheel Garden Event
 5. CAP Month Poster
 6. CAP Month Brochure
 7. Promotional Products Order Form
 8. Child Abuse Statistics – State & National
 9. CPS Trends Report FY 2017
 10. Accessing Local Child Abuse Statistics via Kids Count
 11. Effective Prevention Strategies
 12. Keeping the Family Strong – The Protective Factors
 13. Safe Sleep
 14. Helpful Hints for Making CAP Month a Success
 15. Facebook and Twitter CAP Month Messaging
 16. CAP Month Memes
 17. School Messaging for CAP Month
 18. Calendar of Events – April 2017
 19. Faith Based Campaign
 20. Fundraising Ideas During CAP Month
 21. Fundraising Pinup (2 Per Page)
 22. Fundraising Pinup (4 Per Page)
 23. Pinwheel Sales Flyer
 24. Partners in Prevention – State & National
 25. Engaging Others to Sell Pinwheels Letter - Sample
 26. Commitment Form for Selling Pinwheels - Sample
 27. Donation Letter – Sample
 28. Volunteer Solicitation Letter – Sample
 29. Donation Thank You Note – Sample
 30. Certificate of Appreciation

- *Folder – Media and Marketing*
 - ◆ Governor’s Proclamation (Forthcoming)