

TO: Chapter Executive Directors
National Board of Directors
National Office Staff

FROM: Matt Feldman
Senior Director of Marketing

Barb Shaffer
Senior Director of Chapter Services

DATE: November 1, 2010

RE: New Online Campaign with R.W. Knudsen Family®

We would like to announce the launch of a special new online promotion with emerging corporate partner, R.W. Knudsen Family®, a brand of more than 125 natural and organic beverages.

Starting today and running through November 21, R.W. Knudsen Family will donate \$1.00 to Prevent Child Abuse America for every person who joins (or “likes”) the R.W. Knudsen Family Facebook fan page, up to \$10,000. No purchase necessary. Further, R.W. Knudsen Family will donate one Sensible Sippers™ organic juice box (a healthful choice that contains less sugar and 40% less calories than traditional juice boxes) to Prevent Child Abuse America and state chapters to support fundraising events for every person who “likes” its Facebook page. We are working with R.W. Knudsen at this time to ascertain its preference for distributing the product to chapters.

Participation is easy:

- 1) Click this link to the R.W. Knudsen fan page: www.facebook.com/rwknudsen
- 2) Click the “Like” button (it’ll ask you to log into your Facebook account)
- 3) Tell your friends!

The National Office and R.W. Knudsen will send messages via their respective online channels (Facebook, Twitter, email, blog) starting today and throughout the promotional period to get the word out. We hope you will join us in getting the word out as well to help us realize the full \$10,000 goal!

If you have any questions, please contact Matt at mfeldman@preventchildabuse.org or 312/663-3520 x861.

