



Children's Trust Fund
Protecting Michigan's Children

Helpful Hints for Making Child Abuse Prevention (CAP) Month a Success

- Engage the Local Council's board, staff and volunteers in CAP Month planning and activities.
- Start by planning early (prior to when pinwheel orders are requested from CTF), months in advance. That plan should include: Goals, objectives, activities and tasks, and logistical considerations.
- Be practical about what can be accomplished during CAP Month. Don't take on too much. Remember this month is about being successful.
- Plan how to utilize the 120 free pinwheels that CTF provides to Local Councils and any additional ones purchased (e.g. for fundraising and/or awareness).
- Arrange to have at least one highly visible pinwheel garden event in a public location (e.g. schools, local government offices, shopping areas, etc.).
- Make use of senior citizens, National Honor Society members, Local Council services recipients or other volunteers for CAP Month events.
- Utilize the CAP Month Toolkit materials developed by CTF Local Councils as well as utilize materials from PCAA.
- Use Facebook, Twitter and other social media outlets for messaging and promotion of CAP Month activities. Post daily messages.
- Collaborate with other community organizations to accomplish CAP Month objectives.
- Partner with local businesses or other organizations to sponsor or host a "Wear Blue Day" when all employees wear blue in support of CAP Month.
- Communicate with other Local Councils to share ideas and receive feedback about plans (and to perhaps collaborate in efforts).
- Use CAP Month as an opportunity for fundraising. See the toolkit piece with fundraising ideas.
- Promote the Michigan CAP Month theme *The Power of One* in all communications and marketing.
- Use PCAA and other official CTF talking points so that communications and messaging are uniform across the state.
- Seek support from local newspaper(s) and/or write an editorial about CAP Month to appear in the local paper during April.
- Develop a specific set of speaking points and seek radio and/or television interview opportunities.
- Host a prevention conference.
- Participate in the CAP Month Prevention Awareness Day event at the Capitol on Tuesday, April 27, 2017 at 11:00 AM (ET). Participate in the Legislative Education Day component of Prevention Awareness Day and educate legislators about community needs and accomplishments.
- **Have fun!**