



Children's Trust Fund

Protecting Michigan's Children

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February 2020

Dear Leaders in Prevention,

In 2019 alone, 33,060 Michigan children were confirmed as abused and/or neglected. With this sobering statistic in mind, it's great news that everyone has the opportunity to be a positive force of change in the life of a child. To help make great childhoods happen for all individuals, you simply must be willing to take action and Stand UP for our children. At this time of year especially, we ask for your support.

The Michigan Children's Trust Fund (CTF) sincerely appreciates your ongoing support of the annual tax initiative. During the tax season, your direct contribution, as well as your assistance in promoting this initiative across and beyond your organization and networks is vital to the prevention of child maltreatment across the state. By utilizing the **Michigan Charitable Contribution Form 4642** when completing **Line 22 of your MI-1040**, and donating ANY portion of your state income tax dollars, CTF can match your investment with the federal dollars we receive to stop child maltreatment in Michigan's 83 counties!

The tax initiative is one of CTF's longest-standing fundraising efforts. Since CTF was started in 1982, millions of dollars dedicated to the prevention of child abuse and neglect have been raised. Your help is needed to continue our work. Not only does contributing to CTF through this initiative ensure that funding and prevention programs will continue statewide, but it also allows for the prevention dollars raised in each county to be returned to those local communities where programming can be tailored to meet specific needs.

The 2020 Tax Initiative Toolkit has been created to provide you and your network with helpful resources to support this year's Tax Initiative. Toolkit documents include: Helpful Hints for a Successful Tax Initiative, Key Terms and Tax Initiative Language, Partners in Prevention, How to Utilize Media Effectively, a variety of specific sample materials, and more.

Your promotion in support of the Tax Initiative remain critical in ensuring Michigan's children live safe, nurtured, and healthy lives. The Michigan Children's Trust Fund thanks you for joining us as together we Stand UP for Kids.

With the best interest of children in mind,

Suzanne Greenberg
Executive Director

Emily Schuster-Wachsberger
Local Council Coordinator

CTF Taxpayer Identification Number -- 38-6000134

The Michigan Legislature created the Children's Trust Fund in 1982 as a charitable & educational endowment fund under the IRS Code 170(c). For additional information on tax deductibility, please consult your tax preparer.

Introduction

This year's 2020 Tax Initiative (2019 Tax Season) is intended to encourage Michigan citizens to contribute ANY portion of their State Income Tax Refund to the Michigan Children's Trust Fund in support of preventing ALL forms of child maltreatment. The contents of the Tax Initiative Toolkit are intended to serve as resources to help you promote this vital fundraising effort. The copy-ready materials are available on CTF's website at www.michigan.gov/ctftaxcampaign. Please use these documents interactively, customizing content as needed, to meet your local needs. You have permission to copy and/or reprint anything found in this Toolkit.

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What Makes This Initiative Possible?



Children's Trust Fund
Protecting Michigan's Children

In 2005, Governor Jennifer Granholm signed Michigan's Enrolled **Senate Bill No. 503**. This amended **Act 281** of the **Income Tax Act of 1967** to allow that, "An individual may designate on his or her annual return that a contribution of...\$5.00 or more of his or her refund be credited to the Children's Trust Fund created in 1982." (Sec. 440)



For more information regarding this Act and how it relates to CTF, please visit:
<https://bit.ly/2SbzJje> OR <http://legislature.mi.gov/doc.aspx?mcl-206-440>



Helpful Hints for a Successful Tax Initiative

This toolkit contains a variety of specific, sample materials and tips regarding promotion of CTF's tax initiative and the prevention of child maltreatment. On this page, we've summarized the overall ways in which you can assist us in this year's efforts. As you provide support and promotion of CTF and the tax initiative, please utilize the **Key Terms and Tax Initiative Language** found on page 5 of the Toolkit.

- ✓ **Share information** about CTF's Tax Initiative and the prevention of child maltreatment on **social media**
- ✓ **Follow CTF's social media accounts:**

 MichiganCTF  CTF_Michigan  MichiganCTF

- ✓ **Order additional resources from CTF's website** to aid in the promotion of the Tax Initiative:
- ✓ **Personally talk** to family, friends, co-workers, neighbors, etc.
- ✓ **Reach out to institutions and organizations** that you're involved with and ask them to participate in CTF's Tax Initiative and its promotion

CHOOSE TO DONATE TO CTF BY UTILIZING THE MICHIGAN CHARITABLE CONTRIBUTION FORM 4642 when completing Line 22 of your MI-1040



EFFECTIVE MESSAGING

- ✓ Consider the **point of view of your audience**
 - Define a **target population** for your message
 - Motivate the **audience to identify with a need** to take action
 - Determine **possible objections** they may have
- ✓ **Identify** both the **behavior you wish to influence** and **how you will connect** with your audience via a **call to action**
 - Choose the most **compelling methods of communication**
 - **Collaborate** with others to reach your more persuasively

Key Terms and Tax Initiative Language

Please feel free to share this within your local community to aid in the support of this year's efforts. You may copy this text directly and/or add your own information.

Call to Action:

In 2019 alone, 33,060 Michigan children were confirmed as abused and/or neglected. With this sobering statistic in mind, it's powerful knowing that **everyone has the opportunity be a positive force of change in the life of a child.** To help make great childhoods happen for all individuals, **you simply must be willing to Stand UP for Kids.**

Background Information:

The *(insert program/organization name)* of *(insert county name)* is the local council of the Michigan Children's Trust Fund. Our mission is to support community programs focused on **building strong and resilient children and families to protect against ALL forms of child maltreatment.** The teamwork between *(insert program/organization name)* and CTF is a critical component in ensuring Michigan's children live safe, nurtured, and healthy lives.



Tax Initiative Promotion:

(Insert program/organization name) and the Michigan Children's Trust Fund sincerely appreciate your support of the annual tax initiative. When completing **Line 22 of your MI-1040**, the direct contribution of ANY portion of your state income tax dollars via **the Michigan Charitable Contribution Form 4642** is an integral element in the prevention of child maltreatment. When you invest in the well-being of Michigan's children in this way, CTF is then able to **match your contribution with federal dollars.**



Partners in Prevention

Communities across Michigan all have a variety of organizations, agencies and groups that are partners in the strengthening of families to protect our children from ALL forms of maltreatment. The **synergy** created through effective **collaboration** provides us the **greatest opportunity to lower the incidence of child abuse and neglect**. Below is a list of some of those organizations. We encourage you to reach out to these existing partners and to form new relationships within your local communities.

Michigan Partners

- ✓ Circle of Parents
www.circleofparents.org
- ✓ Michigan Children's Trust Fund
(517) 373-4320
www.michigan.gov/ctf
- ✓ Communities in Schools
(517) 487-1548 x 13
www.communitiesinschools.org
- ✓ Early Childhood Investment Corporations (ECIC)
www.ecic4kids.org
- ✓ Fight Crime: Invest in Kids
<http://www.fightcrime.org/>
- ✓ Infant Safe Sleep
www.michigan.gov/safesleep
- ✓ MI Association for Infant Mental Health
www.mi-aimh.org
(734) 785-7700
- ✓ Michigan's Children
www.michiganschildren.org
(800) 330-8674
- ✓ Michigan Community Action Agencies
www.mcaaa.org
- ✓ MI Department of Education
www.michigan.gov/mde/
- ✓ MI Department of Health & Human Services (MDHHS)
www.michigan.gov/dhhs
- ✓ Michigan Fatherhood Coalition
www.facebook.com/MichiganFatherhood
- ✓ Michigan Office of Children's Ombudsman
(800) MICH-FAM
childombud@mich.gov
- ✓ Michigan State Police
www.michigan.gov/msp
- ✓ Parenting Awareness Michigan
pamcampaign@preventionnetwork.org
- ✓ Prevention Network
www.preventionnetwork.org



National Partners

- ✓ Annie E. Casey Foundation
www.aecf.org
(410) 547-6600
- ✓ Child Welfare Information Gateway
www.childwelfare.gov/index.cfm
- ✓ Channing Bete Company
(800) 391-2118
www.channing-bete.com
pcaamerica.channing-bete.com/
- ✓ The Children's Bureau Office on Child Abuse and Neglect
www.acf.hhs.gov/programs/cb/
- ✓ Child Help
www.childhelp.org
(800) 4-A-CHILD
- ✓ Child Welfare League of America
www.cwla.org
- ✓ Circle of Parents
www.circleofparents.org/
- ✓ FRIENDS National Resource Center
www.friendsnrc.org
- ✓ Home Visit Forum
www.hfrp.org
- ✓ National Alliance of Children's Trust and Prevention Funds
www.ctfalliance.org
- ✓ National Center for Shaken Baby Syndrome
www.dontshake.org
- ✓ National Exchange Club
<https://www.nationalexchangeclub.org/>
- ✓ Prevent Child Abuse America
www.preventchildabuse.org/index.shtml
- ✓ The Talaris Institute
www.talaris.org



How to Utilize Media Effectively

Various forms of media can be helpful in the promotion of this year's tax initiative and the prevention of child maltreatment.

Most Important to Remember...

- ✓ **EMPHASIZE THAT CTF'S TAX INITIATIVE SUPPORTS THE STRENGTHENING OF CHILDREN AND FAMILIES TO PROTECT AGAINST ALL FORMS OF CHILD MALTREATMENT**
- ✓ **USE CTF'S NEW BRANDING: *Stand UP for Kids***
- ✓ **PROVIDE A CALL TO ACTION THAT THE AUDIENCE WILL IDENTIFY WITH**
- ✓ **UTILIZE REAL DATA AND STATISTICS**
- ✓ **STAY ON TOPIC**

Press Release

A longer document that provides a more detailed explanation of the tax initiative, your local council, CTF, and the prevention of child abuse and neglect

Social Media

Sharing status updates, photos, etc. wherever you're active online can help increase support for the tax initiative and the prevention of child maltreatment

Public Service Announcement

Used as filler by media; can be very powerful, however, there's no guarantee it will run during a beneficial timeslot

Letter to the Editor

Can be a great way to reach a general audience; keep them short and focused and be sure to include a call to action

Media Advisory

A short notice inviting the media to participate; contains only the basics such as the place, time, and purpose of an event.

Op Ed

Widely used to represent a column containing a strong, informed, and focused opinion on a specific issue such as CTF's tax initiative

10 TIPS FOR EFFECTIVE MEDIA COVERAGE

1. Make sure the information is **newsworthy**
2. Focus **on speaking to your audience**; give them a **reason to continue reading/listening**
3. **Start** with a **brief/general description** of the news, **then** move into **details**
4. Consider **how the audience will relate and connect** to the information
5. Emphasize your **first TEN words**—they're the most important
6. **Avoid** excessive use of adjectives and complex language
7. **Focus on the facts**
8. Provide as much **contact information** as possible
9. Wait until you have **enough substance** before releasing information
10. Make it as **straightforward** as possible **for media representatives** to do their jobs



How To Access Local Child Maltreatment Statistics Via *KIDS COUNT*

To access **county-based** child abuse and neglect statistics, we encourage grantees to utilize *KIDS COUNT*. “KIDS COUNT is a project of the Annie E. Casey Foundation and a premier source of data on children and families. Each year, the Foundation produces a comprehensive report — the *KIDS COUNT Data Book*— that assesses child well-being in the United States.” (kidscount.org)

Michigan:

Following, are the steps to necessary to view data specific to **Michigan**:

- Go to <http://datacenter.kidscount.org/>
- Either enter the state desired in the *Location* section or; click the State of Michigan in the *Choose a State* section.
 - This will take the user to the home page for the Michigan Data.
 - Note: there are other tabs on this page including *Data by Topic*.
- On the left side of the screen the user may *sort for the desired information by several variables*, including local Michigan areas (cities, counties, congressional districts), topics and data provider.
 - The screen will automatically update based upon the information chosen.
- The center screen area will default to show state data.

Nationwide:

Current, **national** data is available at: <http://www.acf.hhs.gov/programs/cb/research-data-technology/statistics-research/child-maltreatment>

- This page provides various links to child maltreatment reports. Choose the desired one and click.
- The right side of the page provides additional resource material links.



What Your Contribution Can Do

To help demonstrate that **everyone** has the opportunity to be a positive force of change in the life of a child and that **any** size donation is helpful in the prevention of child maltreatment, we've provided you with some examples of what specific dollar amounts can pay for when an individual chooses to make a contribution to the Michigan Children's Trust Fund. Please consider including any number of them as you promote this year's Tax Initiative.

Contribution Amount	What it Could Provide for Your Local Community
\$25	150 informational brochures on Shaken Baby Syndrome/Abuse Head Trauma
\$36	100 Pinwheels for Prevention distributed across Michigan for Child Abuse Prevention Month (April)
\$40	1 hour of respite care for parents of a child with special needs
\$40	Safe Sleep materials distributed to 20 families with new babies
\$40	Education of 20 families on the reasons that babies cry and the dangers of shaking one
\$40	1 month's supply of diapers distributed by a baby pantry
\$50	Educational resources distributed to 200 families about the consequences of Adverse Childhood Experiences
\$50	4 Safe Sleep Sacks full of resources distributed to families with new babies
\$68	1 year of 1-800-CHILDREN's information phone line at the Children's Trust Fund
\$75	1 home visit for an at-risk, young mother
\$100	1 educational session about cyber-bullying
\$100	2 fathers' attendance at the Michigan's Annual Fatherhood Conference
\$139	1 day's worth of Direct Services such as a home visitation or parent education and support
\$150	Use of the Stewards of Children for a community education class about sexual assault of children
\$150	1 parent-support meeting utilizing the Circle of Parents model
\$200	1 support-group meeting for families dealing with an incarcerated parent



Sample Facebook Posts

Here are some ideas to personalize your status updates on Facebook in support of The Michigan Children's Trust Fund's Tax Initiative and the prevention of child maltreatment across the state and in your local communities.



Please Like CTF on
Facebook: @MichiganCTF

Feel free to copy these examples exactly as is and/or
add any of your own touches...

CONSIDERATIONS

- ✓ Discuss local programming and share child-centered stories that illustrate the use of funds to improve a person's life.
- ✓ Add a photo or logo from your Local Council to your status update.
- ✓ Provide a link to your Local Council's website and/or social media page(s).
- ✓ Share testimonials from community leaders about the importance of supporting the strengthening of families to protect against child maltreatment.
- ✓ Insert a link to Line 22 of the MI-1040 and the Michigan Charitable Contribution Form 4642.

In 2019 alone, 33,060 Michigan children were confirmed as abused and/or neglected. With this sobering statistic in mind, it's powerful knowing that **everyone has the opportunity to be a positive force of change in the life of a child.** To help make great childhoods happen for all individuals, **you simply must be willing to take action.** Together we can **Stand UP for Kids!**

By utilizing the **Line 22 of your MI-40** and the **Michigan Charitable Contribution Form 4642** and donating state income tax dollars, CTF can then match your investment with the federal dollars we receive to stop child abuse and neglect statewide. This initiative is crucial in the effort to **Stand UP for Kids!**

Thank you for supporting the effort to **build strong and resilient children and families to protect against ALL forms of child maltreatment.** Your help is critical in ensuring Michigan's children live safe, nurtured, and healthy lives. Your choice to **Stand UP for Kids** is a powerful one.

Consider including this graphic of the MI-1040—Line 22

2019 MI-1040, Page 2 of 2

Filer's Full Social Security Number [] [] [] [] [] [] [] [] [] []

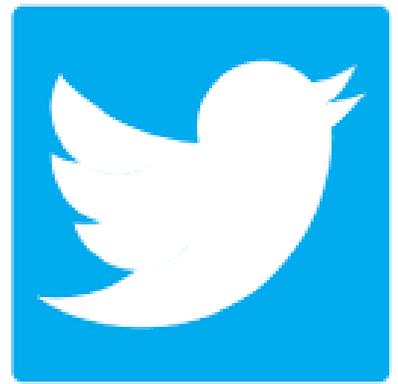
21. Enter amount of Income Tax from line 20.....	21.		00
22. Voluntary Contributions from Form 4642, line 10. Include Form 4642.	22.		00
23. USE TAX. Use tax due on Internet, mail order or other out-of-state purchases from Worksheet 1 (see instructions).....	23.		00
24. Total Tax Liability. Add lines 21, 22 and 23	24.		00

Be sure to include the following link to the
Tax Initiative on CTF's website:
<https://www.michigan.gov/ctftaxcampaign>



Sample Twitter Updates

Here are some ideas to personalize your status updates on Twitter in support of The Michigan Children’s Trust Fund’s Tax Initiative and the prevention of child maltreatment across the state and in your local communities.



Please Follow CTF on
Twitter: @CTF_Michigan

Feel free to copy these examples exactly as is and/or add any of your own touches...

HASHTAGS TO INCREASE VISIBILITY IN SEARCHES

- #StandUPforKids
- #childmaltreatment
- #BeTheChange
- #ChooseToGive
- #prevention
- #taxreturn
- #community
- #2020
- #2019
- #Michigan
- #donate
- #children
- #strong
- #safe
- #FullPotential
- #(insert county)
- #(insert local council/program)

Join @CTF_Michigan and *(insert local council/program)* as we #StandUPforKids in *(insert county)* and across Michigan

#BeTheChange in the lives of all children and #ChooseToGive during the @CTF_Michigan Tax Initiative

Help build #strong children and families to prevent #childmaltreatment in *(insert county)* and across Michigan by #giving to @CTF_Michigan on your #taxreturn

In #2019, *(insert # from your local KIDS COUNT data—information on pg. NUMBER)* children were affected by maltreatment in our #community. Together we can change that staggering statistic in #2020 and beyond!

Help us keep kids #safe and nurtured so they can grow up to reach their #FullPotential

Consider including this graphic of the MI-1040—Line 22

2019 MI-1040, Page 2 of 2		Filer's Full Social Security Number	
21. Enter amount of Income Tax from line 20.....	21.		00
22. Voluntary Contributions from Form 4642, line 10. Include Form 4642.	22.		00
23. USE TAX. Use tax due on Internet, mail order or other out-of-state purchases from Worksheet 1 (see instructions).....	23.		00
24. Total Tax Liability. Add lines 21, 22 and 23	24.		00

Be sure to include the following link to the Tax Initiative on CTF’s website:
<https://www.michigan.gov/ctftaxcampaign>

Tag these other key partners in your post so it shows up in the @connect area of Twitter which may increase retweets:

- @MichChildren (MI’s co-chapter w/ CTF of PCA Michigan)
- @PCAAmerica (Prevent Child Abuse America)
- @MichiganHHS (MI Dept. of Health and Human Services)





Children's Trust Fund

Protecting Michigan's Children

An Opportunity to Increase Child Maltreatment Prevention Funding in *(insert county)* County

We are writing to request that our friends in *(insert county)* County give special consideration to making a contribution to the Michigan Children's Trust Fund (CTF) when completing their Michigan Income Tax forms this year. Not only do tax check-off contributions to CTF increase funding dedicated to building strong and healthy families across the state of Michigan, but dollars raised in *(insert county)* are returned back to the local community through our CTF grant.

On a statewide basis, grants from the Michigan Children's Trust Fund support a wide range of programs, education, and direct services through a network of Local Child Abuse and Neglect Councils (CAN Councils). Based on locally identified needs, funding for initiatives such as infant head trauma prevention, safe sleep education, parent support, child sexual assault education and prevention, providing tangible support for newborn babies, and community-wide education. Strengthening individuals and families in these ways and more enables every child to reach his or her full potential.

Here in *(insert county)*, we use these funds to *(insert information about local organizations and prevention programming)*.

Please take advantage of this opportunity to be a positive force of change in the lives of our children when filing your 2019 Michigan Income Taxes. As you complete your **MI-1040, Line 22** allows you to utilize the **Michigan Charitable Contribution Form 4642** to donate ANY portion of your tax-return to the Michigan Children's Trust Fund.

For more information about CTF, how you can contribute, or how to participate in local fundraising and prevention initiatives, please visit www.michigan.gov/ctf. The *(insert county)* CAN Council and CTF sincerely thanks you for choosing to Stand UP for Kids and prevent ALL forms of child maltreatment.

Michigan Children's Trust Fund 235 S. Grand
Ave., Suite 1411
P.O. Box 30037
Lansing, MI 48909
Phone: (517)241-0042 OR 1-800-CHILDREN
Fax: 517-241-7038



Sample Op Ed

Feel free to copy this text exactly as is and/or personalize it to be more effective in your community.

In 2019, 33,060 Michigan children were abused and/or neglected. Our county alone was the home of *(insert local KIDS COUNT data)* of those kids. Research confirms that a safe, stable, and nurturing setting is essential so that a child can reach his or her full potential and contribute to a thriving society. The Michigan Children's Trust Fund (CTF) supports the strengthening of families through prevention programming and education, direct services, and collaboration with our *(insert county)* County local council(s): *(insert organization name(s))*. The tremendous toll that abuse and/or neglect has on a child and his or her future and our community has been recognized. It's time that together, we Stand UP for Kids to prevent it abuse at grassroots level.

Your generous decision to contribute ANY portion of your Michigan State Income Tax Return dollars to CTF when completing **Line 22 of the MI-1040** and utilizing the **Michigan Charitable Contribution Form 4642** is a vital component in protecting our children. The money raised through CTF's Tax Initiative provides essential funding for strengthening children and families. Your donation not only helps prevent ALL forms of child maltreatment across the State of Michigan, but it also allows for the return of those dollars directly back to our local community through CTF grants. Here in *(insert county)* County, we can then develop programming that meets our specific needs.

Whether you file your 2019 taxes online or by traditional paper methods, your contribution to the Michigan Children's Trust Fund will make a positive difference in the lives of our children. If you hire a tax preparer, please communicate your desire to contribute. CTF can then match your investment with federal dollars they receive to stop child abuse and neglect.

It's a sobering notion that every year, thousands of our children are not treated in the way that they deserve. However, it's powerful to know that everyone has the opportunity to be a positive force of change in the life of a child. To make great childhoods happen for ALL individuals, you simply must be willing Stand UP for Kids!



Sample PSA Script

Please feel free to copy this text exactly as is and/or personalize it to be more effective in your community.

Last year, over thirty-three thousand children in Michigan were abused and/or neglected. Our community of *(insert county)* County and the Michigan Children's Trust Fund are teaming up in the effort change this sobering statistic. Together we can Stand UP for Kids and ensure that they grow up to reach their full potential.

While completing your 2019 Michigan Income Taxes, when you reach **Line 22 of the MI-1040**, please utilize the **Michigan Charitable Contribution Form 4642** to contribute ANY portion of your return to the Michigan Children's Trust Fund. Your contribution will aid in building strong and resilient children and families to protect against ALL forms of child maltreatment across the State of Michigan and in our local community of *(insert county)* County.

For more information about the Michigan Children's Trust Fund (CTF), how you can contribute, or how to participate in local fundraising and prevention initiatives, please visit www.michigan.gov/ctf. The *(insert county)* County local council and CTF sincerely thanks you for generously contributing to keeping our kids safe.

