



Fundraising Ideas during CAP Month

I. Ideas with minimal costs and resources required

- Collect financial donations for pinwheels distributed at local stores and/or mall.
- Partner with local grocery stores to sell fundraiser pinups that will be displayed on the store's wall or window. See toolkit for pinup template.
- Partner with local businesses or other organizations to sponsor or host a "Wear Blue Day" when employees make a small donation (e.g. dollars, food, clothing, diapers, books, etc.) in order to dress casually and wear blue in support of CAP Month.
- Conduct a bottle return campaign during CAP Month. This can be accomplished by partnering with schools, houses of worship, work settings or within the membership of the council.
- Conduct a bake sale at a local venue. Perhaps combine this with selling pinwheels.
- Have a take a family picture day at the mall, store or other venue. Partner with a photographer and/or photography studio to take family portraits during CAP Month with a portion of the profits going to the Local Council.
- Place change collection boxes in locales including; houses of worship, work settings, stores, and others.
- Partner with a local radio station for a pledge drive.
- Partner with a local business or businesses to have them make the Local Council a *Charity of Choice* during CAP Month.
- Partner with a local independent product distributor (e.g. jewelry, plastic ware, kitchen items, make-up, etc.) to host a party with a portion of the proceeds going to the council. (Note: Be sure to have a vetting process for products and partner strategies.)
- Host a *Trivia* night at a local public venue where either all the profits or a portion of them go to the Local Council.

II. Ideas with moderate costs and resources required

- Order items from CTF Kid Store at CAP Month discounted rates and resell for a higher price, making a profit for the council.
- Design and create a recipe book with recipes from volunteers, donors, service recipients (those who wish to participate) and other people associated with the Local Council.
- Work with a company to sell pizzas, candy, gift wrap and/or other catalog items with part of the proceeds coming to the Local Council. How does "Pizzas for Prevention" sound?



- Host a spaghetti dinner fundraiser.
- Create and sell a whimsical newsletter about the community.
- Conduct a raffle. (Note: A special state raffle license may be required.)
- Have a Local Council garage sale. Collect items from the community and/or merchants and sell.

III. Ideas with considerable costs and resources required

- Host a Family Fun Night including dinner, activities and a drawing.
- Host a banquet with a silent auction and planned entertainment (e.g. music, fashion show or guest celebrity). Additional artists' market (local vendors rent a table to sell their wares) and raffle may be added to this event.
- Host a conference with a special guest speaker.
- Host a golf outing.
- Host a dinner theater experience, e.g. murder mystery or other play where the audience actually participates in the event.
- Create and sell a calendar for the following year.
- Sponsor a *Walk/Run* event.
- Host a chocolate event where local eateries and caterers donate chocolate anything (e.g. candies, cakes, cookies, pies, puddings/mousses, etc.) and then charge an admission fee for people to attend and sample the goodies.
- Host a tasting, auction and movie premiere event at a local movie theater. Vendors bring and set up their free food offerings in the theater lobby to give to the attendees. The attendees participate in a silent auction and then can view a newly released movie (seen prior to the general public). An admission fee is charged.

I helped to prevent child abuse and neglect in my community

Name



Children's Trust Fund
Protecting Michigan's Children

Other Logo

I helped to prevent child abuse and neglect in my community

Name



Children's Trust Fund
Protecting Michigan's Children

Other Logo

I helped to prevent child abuse and neglect in my community

Name



Other Logo

I helped to prevent child abuse and neglect in my community

Name



Other Logo

I helped to prevent child abuse and neglect in my community

Name



Other Logo

I helped to prevent child abuse and neglect in my community

Name



Other Logo

You **CAN** make a difference in the life of a child...

Purchase
a pinwheel
for a
donation!



Pinwheels for
PREVENTION[®]

Prevent Child Abuse
Michigan[™]

The pinwheel is a nationally recognized symbol promoted by Prevent Child Abuse America to encourage everyone to “play their part” in the prevention of child abuse and neglect. Pinwheels represent the great childhoods that all children deserve.

Proceeds benefit the programs and services
of the Local Council (LC) Name



Children's Trust Fund
Protecting Michigan's Children

For local information, please contact:

LC Name
LC Phone Number
or visit our website
LC Website Address

LC
Logo



Letter to Engage Others in Selling Pinwheels

Dear _____,

The **(Name of Local Council)** has been designated by the Children's Trust Fund (CTF) of Michigan, a chapter of Prevent Child Abuse America (PCAA), as **(Name of County)**'s Local Council. Our charge is to help assure the great childhoods that all children deserve by providing programming to prevent child abuse and neglect. Since 1983 April has been designated by presidential decree as Child Abuse Prevention (CAP) Month. During CAP Month we assert and reinforce the importance of individuals and communities working together to strengthen our families and prevent child maltreatment. This strength-based approach helps ensure that all our children will be raised in loving and supportive environments that result in them becoming productive, prosperous citizens.

In April and throughout the year the pinwheel is used as the symbol of PCAA's Pinwheels for Prevention™ national campaign. Each pinwheel signifies the great childhoods that all children deserve. Since the start of the Pinwheels for Prevention campaign, pinwheel "gardens" have sprouted up all over the state during April's CAP Month to heighten awareness that all children deserve an environment in which they can thrive.

Although we receive a grant from CTF we must also raise funds in order to adequately provide the child abuse and neglect prevention programming for our community. We are selling pinwheels toward that end. We ask you to join with us at the **(Name of Local Council)** by either purchasing pinwheels for your own direct use or for you to sell with the donations collected benefitting our council. If you wish to purchase them for your own use during CAP Month the cost to your organization will be **(Insert Price)**. If you sell them for us then there will be no cost outlay to you. We will deliver them directly to you and then, at a later mutually agreed upon date, return to collect the funds raised along with any unsold pinwheels. A simple agreement is all that will be required. (Additional information about our council and/or CTF may be provided to you upon request.)

Please note: The Pinwheels for Prevention™ is a legally protected campaign and as such the pinwheel should never be used as a symbol for children who died or were victims of abuse or neglect.

Can we count on you as a partner in this effort? If you are interested please contact **(Name of Local Council Contact)** at **(Phone Number)** or complete the pinwheel ordering form which accompanies this note.

It is estimated that our nation could save \$124 billion dollars annually by implementing strategies we know will create strong and healthy families. Children raised in nurturing homes are more academically and financially successful, and contribute to society in positive ways. We all have a role to play in making sure that our community is the best place for children and families to thrive.

Thank you for your consideration in this matter.

Sincerely,

(Insert Council Salutation including name, organization name, position, email address and phone number)

Pinwheel Purchase Order

Contact Name: _____

Phone and Email:

Address Where Pinwheels are to be Shipped (only a physical address, no Post office box):



Quantity Desired	Pinwheels	Unit Price (set unit price)	Total
		Balance Due	

Please Make checks out to _____

Return this order to:

(Insert council contact name and address)



Donation Letter - Sample

Dear _____,

The **(name of Local Council)** has been designated by the Michigan Children's Trust Fund (CTF), a chapter of Prevent Child Abuse America (PCAA), as **(Name of County)**'s Local Council. Our charge is to help assure the great childhoods that all children deserve by providing programming to prevent child abuse and neglect. Since 1983 April has been designated by presidential decree as Child Abuse Prevention (CAP) Month. During CAP Month we assert and reinforce the importance of strengthening our families with individuals and communities working together to prevent child maltreatment. This strengths-based approach helps ensure that all our children will be raised in loving and supportive environments that result in them becoming productive, prosperous citizens.

Throughout April we feature our statewide initiative The Power of One. This theme asserts that through the power of one person, one community, one dollar, one action, etc. Michigan residents can help protect children from abuse and neglect.

Although we receive a grant from CTF we must also raise funds in order to adequately provide the child abuse and neglect prevention programming for our community. Examples of our programming accomplishments of the past year include: **(Insert council accomplishments here)**. Our council's work has positively impacted our community. According to **(Insert any testimonial quotes from those served by the council, not more than 2 or 3)**. Additional information about our organization and/or CTF of Michigan is available upon request.

We ask you at this time to stand with the children and families of our community in the belief that all children deserve a great childhood because they are our future, and give generously to **(name of Local Council)**. Whether your donation is \$5 or \$500 (or more), each dollar collected will go directly to programming which will help to strengthen families in our community and protect our children from potential abuse and neglect. We all have a part to play in making sure that our community is the best place for children and families to thrive.

To donate, please make your check out to **(Name of Local Council)**, complete the form that accompanies this letter and send to the stated address. Feel free to contact us with any questions that you may have. Thank you!

Sincerely,

(Insert Council Salutation including name, organization name, position, email address and phone number)

The **(Name of Local Council)** is a not for profit organization. **(Note if the organization is a 501c3 or its equivalent)**



Donation Form

Donor Name _____

Phone and Email Address:

Mailing Address:

Amount of Donation (Please check appropriate box):

\$5 \$10 \$20 \$50 \$100 \$200 Other
\$ _____

May we add you to our contacts list so that you can receive council news and updates? Yes No

Please send your tax deductible contribution to the following address.
(Name and Address of Local Council)



Donation Thank You Note – Sample

Dear _____,

We wish to take this opportunity to thank you for your generous contribution to the **(name of Local Council)**. Because of the generosity of individuals like you, we are able to do the very important work of strengthening the families in our county to prevent child abuse and neglect.

Your contribution of **(Post the \$\$ Amount)** during April's Child Abuse Prevention Month will help fund our prevention programming throughout the year including: Safe Sleep education **(insert other Local Council endeavors)**.

In donating to our council you are using your "Power of One" to help our children thrive. They are our future. Thank you again!

Sincerely,

(Insert Council Salutation including name, organization name, position, email address and phone number)

P.S.

We welcome further inquiries about program information and/or how to become a council member.

The **(Name of Local Council)** is a not for profit organization. **(Note if the organization is a 501c3 or its equivalent)**