

The Children's License Plate Survey

Please let us know how you used this year's License Plate Toolkit and which materials you found most useful. This will help us plan for next year.

Thank you for your time in completing this survey!

Name: _____

Organization: _____

Address: _____

Phone: _____ Email: _____

1. Did you find the contents of the Toolkit helpful? _____Yes _____No
2. Please rate the usefulness of the following contents you used in the **License Plate Toolkit CD** (*with 1 being least useful and 5 being most useful*)

The License Plate campaign CD contents:

Things You Can Do to Promote the Children's License Plate Campaign

1 2 3 4 5 Did not use

Developing a Successful Campaign

1 2 3 4 5 Did not use

Tips for Developing Effective Media Release

1 2 3 4 5 Did not use

Media Release (Sample)

1 2 3 4 5 Did not use

Letter to the Editor (Sample)

1 2 3 4 5 Did not use

Op Ed (Draft)

1 2 3 4 5 Did not use

PSA (Sample)

1 2 3 4 5 Did not use

General Media Tips

1 2 3 4 5 Did not use

Media List

1 2 3 4 5 Did not use

Resource Order Form

1 2 3 4 5 Did not use

Direct Service Roster

1 2 3 4 5 Did not use

Local Council Roster

1 2 3 4 5 Did not use

3. Please rate the usefulness of the following contents you used in the **License Plate Toolkit FOLDER** (*with 1 being least useful and 5 being most useful*)

License Plate Campaign folder contents:

The CD

1 2 3 4 5 Did not use

The Children's License Plate Pocket Folder

1 2 3 4 5 Did not use

The Children's License Plate Palm Card

1 2 3 4 5 Did not use

The Children's License Plate Poster

1 2 3 4 5 Did not use

4. What ideas do you have for next year's toolkit (e.g. anything you'd like added)?

5. Please estimate how many people you reached with awareness activities.

___ 100 or less ___ 101-500 ___ 501-1000 ___ 1001-5000 ___ 5001 or more

6. Please list which of your License Plate activities was most successful?

7. Please list which of your License Plate activities was least successful?

Please send us samples of material you produced and articles about your activities.
You may attach samples of your materials to the survey and mail or fax to:

**Children's Trust Fund
P.O. Box, Suite 1411
Lansing, MI 48909-7537
FAX: 517-241-7038**