



2017 Kids' Chance Awareness Week

Media Kit

What is Kids' Chance Awareness Week?

Kids' Chance Awareness Week is an initiative designed to highlight existing Kids' Chance programs and state organizations by providing our supporters with a focused timeframe to be engaged with and raise awareness about Kids' Chance and our mission.

Kids' Chance believes that we can make a significant difference in the lives of all children affected by a workplace injury by helping them pursue and achieve their educational goals. We strive to raise more money for more kids and Awareness Week is an important piece in achieving that goal.

Kids' Chance is a 501(c)(3) organization that was created for the purpose of creating, assisting and supporting Kids' Chance organizations throughout the United States and other similar programs that provide educational opportunities and scholarships for the children of workers seriously injured or killed on the job. We believe that by investing in our children's future, we can provide them with the tools and opportunities to be successful in the workplace, so that they can make a difference in their own and other people's lives.

For more information about Kids' Chance, please visit our website at www.kidschance.org.

About the Media Kit

In order to help our supporters spread the Kids' Chance mission, we have put together a media kit for Awareness Week. This kit contains the following:

1. Suggested Content for Website or Blog Posts (3 stories)
2. Suggested Activities for Companies and State Organizations
3. Suggested Social Media Posts
4. Template Governor's Proclamation
5. Template Governor's Proclamation Cover Letter
6. Template Awareness Week Press Release
7. [Kids' Chance Awareness Week Website Button](#)
8. [Kids' Chance Awareness Week Facebook Cover Photo](#)
9. [Kids' Chance Awareness Week Twitter Profile Header](#)

We also have our [Organizational Overview available for download](#).

Don't forget to [let us know what you're doing](#) in your state or at your company on behalf of Kids' Chance! We will collect and post these activities on our website.

If you have any questions at all, please contact the Kids' Chance office at admin@kidschance.org or 484-945-9903.



Content – The Planning for the Future Initiative

What happens when a child loses a parent to a work-related fatality? How do families cope with a dramatic decrease in income because Mom or Dad cannot return to work due to an injury? In many cases, pursuing higher education seems unattainable. No student should be denied the opportunity to pursue an education due to lack of finances.

That's where you come in. At Kids' Chance of America, we believe that by investing in our children's future through scholarships, we can provide them with the tools to be successful in the workplace so that they can make a difference in their own lives as well as the lives of others. Kids' Chance of America is committed to identifying eligible scholarship applicants across the country. We would like to invite you to take part in the [Planning for the Future Initiative](#), to help us find future students in need!

What is the Planning for the Future Initiative and How Can I Help?

Previously known as the Planning for College Initiative, the newly redesigned Planning for the Future Initiative is an all-inclusive program designed to reach potential scholarship applicants. We understand that attending college isn't the only educational future students could choose, and we want to make our scholarships available to students that have a range of educational pursuits.

We are looking to provide industry professionals, specifically those who spend time in regular communication with seriously and fatally injured workers and families, with a simple tool to identify children in need. We collect and maintain contact information for these scholarship applicants so that we may reach out to them when the time comes to start considering life after high school.

We've already helped over 600 students, and with your assistance we can continue to grow that number. You can help us by sharing this program with your colleagues who come in contact with injured workers or their families, especially those that have children who could be eligible for a scholarship now or in the future. [Planning for the Future materials can be found on our website](#), or to request Planning for the Future Cards, please contact our office at admin@kidschance.org or call 484-945-9903.

Content – Faces of Kids' Chance

Every time a scholarship is awarded to a deserving student, the Kids' Chance family grows. The Faces of Kids' Chance community shares the stories of student scholarship recipients nation-wide. Read three stories from scholarship recipients below:



Christi, a student at the University of Texas at Tyler: “Ideally, I would like to be a trauma nurse and work in the emergency room tending to patients that need urgent or critical care. The Kids’ Chance scholarship that I received has impacted me in the best way possible. Going into my first year of college I was unsure of how I was going to be able to afford paying for my next 3 years, but after getting this scholarship I have much less to worry about. I will be able to use the scholarship money toward my education and feel comfortable knowing that it will decrease my financial burden exponentially.”



Joshua, a student at Penn State University: “I became eligible to receive this scholarship after my father passed away due to a sudden heart failure while working on site. Organizations, such as yourself, help aid fortunate students to ultimately succeed in the future by providing an opportunity for a collegiate education. This scholarship assists my single mother in paying for my tuition at Penn State, and will decrease the amount of student loans I will have to pay off after graduation. Without organizations like Kids’ Chance, many families would struggle to send their son or daughter to college. I cannot thank you enough for your generous gift.



Meghan, a student at West Texas A&M University: “I am currently a sophomore majoring in Broadcast Journalism. I couldn’t believe I was able to receive the Kids’ Chance scholarship. It restored hope in my heart and made me wonder how proud my dad would’ve been. After graduation, I plan on finding a job either with a local news publication to promote my writing or a local radio station to enhance my broadcasting skills. I hope either gets me working for Sirius XM or a popular music magazine. With this scholarship, I feel confident that I can accomplish what I set out to do!”

Please consider [viewing the Faces of Kids' Chance gallery](#) and sharing the stories of our talented students. There is no better way to spread the Kids' Chance mission and ensure that every eligible student is made aware of the opportunities a Kids' Chance scholarship provides.

If you are a current or past Kids' Chance scholarship recipient in any of the 50 states, please consider joining the vast Kids' Chance family across the country by [sharing your story](#). Doing so could inspire others like you to seek out our scholarship!



Content – Kids' Chance Awareness Week

Kids' Chance of America is a 501 (c)(3) organization that represents a collection of state-level non-profit Kids' Chance organizations that provide scholarship opportunities to children who need financial assistance due to a parent's work-related injury or fatality. All decisions at the state or national level should be measured against how well the decision being considered supports this guiding principle: **More money for more kids!**

What Makes Kids' Chance Awareness Week Special?

In 2016, scholarship applications increased significantly but we know there are more students in need of assistance. Kids' Chance Awareness Week is designed to increase visibility through special outreach events in each state that will spread the word about Kids' Chance scholarship opportunities.

There are currently 39 Kids' Chance state organizations with several additional states in the planning stages. The goal is to establish a Kids' Chance presence in every state so that all eligible students can access scholarship assistance. [Find out if there's a Kids' Chance in your state.](#)

In order to help in that goal, Kids' Chance established the national Planning for the Future initiative. Through this initiative, Kids' Chance helps industry professionals identify families of injured workers with children who are not yet of college age and get them connected to Kids' Chance. That way, when the time comes, they can be connected to their state organization to apply for a scholarship. If you or someone you know is eligible for a Kids' Chance scholarship, please [contact us via our Planning for the Future form.](#)

How Can I Get Involved with Kids' Chance?

- [Contact the Kids' Chance organization in your state](#) to find out what special Awareness Week events are planned.
- Spread the word about Kids' Chance Awareness Week through social media, tagging Kids' Chance: @KidsChanceInc.
- Refer our program to any student or family in need of assistance.



Suggested Activities for Companies and State Organizations

Here are a few activities that you can do at your company office or as a state organization to help spread the Kids' Chance mission and raise awareness about our initiatives:

1. **Change Collection.** Encourage all employees or board members to bring in extra change all week. Jars with the Kids' Chance logo and mission can be placed around the office for easy access. This can even be made a competition with different departments keeping their own jars. All the change collected can then be donated to the respective Kids' Chance state organization.
2. **Dress Down Day.** Have a casual office day where employees can only participate if they donate to Kids' Chance or submit a referral to Planning for the Future.
3. **50/50 Raffle.** Hold a 50/50 raffle one day at the office with proceeds going toward Kids' Chance.
4. **Pizza Lunch.** Have a pizza lunch day with chips and soda (just like college!). Employees can participate if they make a donation to Kids' Chance or submit a referral to Planning for the Future.
5. **Kids' Chance Info Session.** Hold a brief info session to share the Kids' Chance mission and initiatives with employees. Provide a prize or give-away to those who attend. State organization board members, it's a great idea to have every board member do this at their own companies – it exponentially maximizes your reach.
6. **Planning for the Future Referral Competition.** Set up a competition for the week to see which employee can refer the most eligible families to Planning for the Future. Prizes can be given to top employees, top departments, or top performing state organization board member.
7. **Press.** Share any Kids' Chance press, written during the week or otherwise, on social media and with Kids' Chance of America. Remember to tag @KidsChanceInc!

Don't forget to [share your activities and stories](#) with Kids' Chance so that we can share them on our site and social media platforms!



Suggested Social Media Posts

Twitter Posts

- @KidsChanceInc is dedicated to providing educational opportunities to children of injured workers. #planningforthefuture #scholarships
- Celebrate @KidsChanceInc & spread their mission to provide educational opportunities to children of injured workers #giveback #scholarships
- Have you or a family member suffered a work related injury? Learn how @KidsChanceInc can help <http://goo.gl/ZW9UbF> #planningforthefuture
- Get involved with @KidsChanceInc! Find out if there's an organization in your state here: <http://goo.gl/Wjnrbz> #scholarships #giveback
- @KidsChanceInc has helped many students over the years. Take a look at some of the students they've helped! <https://goo.gl/LEhkTE>

Facebook and/or LinkedIn Posts

- It's National Kids' Chance Awareness Week! [We or I] support Kids' Chance. Not sure what Kids' Chance is all about? Visit their website to learn more and consider adding their button to your site or social media page to spread their mission to help families affected by a workplace injury! <http://goo.gl/hwd2Hv>
- Kids' Chance organizations across the country provide scholarships to children who have had a parent injured in a workplace accident. Kids' Chance makes a significant difference in their lives by helping them to achieve their educational goals. Please consider getting involved in Kids' Chance because the more support they get, the more students they can help! With over 39 state organizations, there are plenty of opportunities. <http://goo.gl/Wjnrbz>
- Have you or a family member suffered a work related injury? Kids' Chance can help with higher education by providing financial and planning support. Submit a Planning for the Future form on their website so that they can connect you to the right state organization when college time arrives! <https://goo.gl/LNvP3F>
- Alexis, a student at Virginia Commonwealth University was one of many of the students Kids' Chance has helped. [Read her story](#): "Change is inevitable, no matter what a person does to try to avoid it. Sometimes it's positive and favorable, but unfortunately for myself and every other bright mind that has received this scholarship, our change was negative. It's so hard to watch someone go through pain, especially when it's your own parent; but it's especially hard when you wake up each day wondering how you're going to survive without their help." Learn how you can get involved with Kids' Chance and help more students reach their educational dreams! <http://goo.gl/EMQaZD>

Template Governor's Proclamation



**Office of the Honorable [John Smith], Governor
State of _____
Proclamation**

Whereas, the catastrophic injury or death of a parent or guardian can have a devastating emotional and financial impact on the family unit; and

Whereas, when the injury or death resulted from a work-related accident, workers' compensation benefits are often insufficient to allow the children of the worker to pursue their educational dreams; and

Whereas, the State of _____ is fortunate to have Kids' Chance of [State], a 501(c)(3) nonprofit that provides financial scholarships to children of seriously injured workers so that the children can pursue and achieve their educational goals; and

Whereas, Kids' Chance of [State] has awarded scholarships to over _____ kids totaling over \$_____ since its inception in [year]; and

Whereas, Kids' Chance of [State] is one of many Kids' Chance organizations throughout the United States that make a significant difference in the lives of children affected by a workplace injury; and

Whereas, there are likely more students in need of assistance; and

Whereas, November 13-17, 2017 has been designated Kids' Chance Awareness Week in order to increase the visibility of Kids' Chance organizations across the country and to spread the word about Kids' Chance scholarship opportunities.

**NOW, THEREFORE, I, [John Smith], Governor of the State of _____, do hereby proclaim
November 13 – 17, 2017 as**

KIDS' CHANCE AWARENESS WEEK

in [State] and urge all citizens to become familiar with the services and benefits offered by Kids' Chance of [State] in our state, and to support Kids' Chance organizations across the country.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of The State of _____, this ___ day of _____, 2017.



Template Governor's Proclamation Cover Letter

Kids' Chance of [State]
[Address 1]
[City], [State] [Zip]
[Email Address]
[Phone]

[Month, Date, Year]

Re: State of _____ Proclamation

Dear Governor [Name],

Kids' Chance envisions a time when all children affected by a parent's work related injury or death can pursue their educational dreams without financial burden.

In 2016, scholarship applications increased significantly but we know there are more students in need of assistance. Kids' Chance Awareness Week is designed to increase our visibility through special outreach events in each state that will spread the word about Kids' Chance scholarship opportunities.

We humbly ask that you join other state governors in proclaiming the week of November 13th through November 17th Kids' Chance Awareness Week in our great state of [State]. I have attached a sample version of what could be included as the proclamation for your review.

Thank you for your consideration. We look forward to hearing from you.

Sincerely,

[Name]
President
Kids Chance of [State]



Template Awareness Week Press Release

FOR IMMEDIATE RELEASE

Contact: [First Last]
Email: [Address]
Phone: [XXX.XXX.XXXX]

Kids' Chance of [STATE] Spreads the Word with Awareness Week

Kids' Chance Awareness Week is a broad initiative designed to highlight existing Kids' Chance programs, initiatives and state organizations by providing our supporters with a specified timeframe to be engaged with and raise awareness about Kids' Chance.

Kids' Chance of [state] will be celebrating by [activity]. We will also be [activity].

A major way that Kids' Chance of [state] helps students is with the Planning for the Future initiative. This program is designed to reach potential scholarship applicants, specifically those who are not yet of college age. We collect and maintain contact information for identified students and communicate with them when the time comes to start considering higher education. Awareness Week is pivotal in helping us to identify these students. If you or someone you know is eligible for a Kids' Chance scholarship, please [submit a form](#).

We believe that investing in the educational future of children affected by a familial workplace injury will make a difference in their lives and subsequently help the lives of others. Although Kids' Chance reaches hundreds of students each year across our 39 state organizations, we know that there are more students in need of assistance. Awareness Week will help us extend our reach and identify more students. We are all focused on this guiding principle: **More money for more kids!**

About Kids' Chance of [State]

The mission of Kids' Chance of [State] is to provide scholarships to children of workers who have been injured or killed on the job. Collectively, we have awarded over 6,000 scholarships across the country, totaling over \$18,000,000 dollars. For more information, please visit our website at [website address].

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