Think about your event as the 6-8 weeks leading up to your event, the day of the event, and the 30 days afterward.
Kids’ Chance Awareness Week

Katie Burkhart, Kids’ Chance of America Brand Manager
Reminders
Katie Burkhart

Brand Manager

Kids’ Chance of America
Brooke Blower

Kids’ Chance Michigan
brookeblower@team-rehab.com

What she’ll share:
• Social Media Postings
• Bowling Night
Dee Jones

Kids' Chance Louisiana

dee@raisingthebar.org

What she’ll share:
• Governor's Proclamation
• “Thank You” Breakfast
• Kids’ Chance Care Packages
What we will discuss:

• The purpose of Kids’ Chance Awareness Week
• The tools available for you to use
• From the States: Examples of different Awareness Week activities
What is Awareness Week?

The objective of Kids’ Chance Awareness Week is to provide supporters with a focused time to be involved with Kids’ Chance in order to gain greater visibility overall for the Kids’ Chance mission, state organizations, and programs.
What’s the benefit?

Increased visibility for Kids’ Chance
The national’s goal is to amplify.
Tell us what’s happening!
So, what tools are available?

✓ Media Kit
✓ Awareness Week Facebook Banner
✓ Awareness Week Twitter Banner
✓ Kids’ Chance Seal
The Kids’ Chance Seal

Add the seal to your website and link it back to the Kids’ Chance of America website.

We count how many states and partners participate.

To get the seal, go to [www.kidschance.org/logo-usage](http://www.kidschance.org/logo-usage).
3 Suggested Stories

You can copy, paste and post these wherever you’d like.

You can also customize if you prefer.
Activities for Companies and State Organizations
Governor’s Proclamation

We included the proclamation and the cover letter to send to your governor.
Awareness Week Press Release Template

If you’re planning on sending a press release, you can use this template. You can also post the story on your website.
Social Media

- Pre-Written Social Media Posts
- Facebook Cover Photo
- Twitter Cover Photo
- Use #KidsChance

Kids’ Chance organizations have awarded over 7,300 scholarships across the country, totaling over $24,000,000.
Let’s hear from the states.
Questions
Wrap Up

• Our goal is to increase visibility over a concentrated period of time
• The national wants to highlight each state organization
• Tell us what you’re doing! www.kidschance.org/awarenessweekeventsubmission
• A media kit and other tools are available on the KCOA website
What’s Next

• Look for survey in your email in the next few days
• We will also share the webinar recording
• Make sure you visit the Resource Center on our website
Next Month

6 Strategies for Finding Kids

Presented by: Kim Stezala – Senior Partner, Design Group International

Wednesday, October 30, 2019
2:00PM EST