

GIVE THE GIFT OF *healing*



**GIVING
TUESDAY
ADVOCACY
PACKET**

Child Protection Center, Inc.

PREVENTION, INTERVENTION, & TREATMENT OF CHILD ABUSE

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#GivingTuesday

Advocacy Packet for the Child Protection Center (CPC)

About Giving Tuesday

#GivingTuesday is a global movement unleashing the power of generosity. It was created in 2012 to counteract the spending of Black Friday and Cyber Monday with philanthropic giving to charities in need of support and has grown into one of the biggest giving days of the entire year. It's a simple idea: a day that encourages people to do good.

For #GivingTuesday this year, the Child Protection Center is raising funds to address the the devastating effects this pandemic has had on child abuse. Every donation and every time someone shares this campaign is a true **gift of healing**, as the dollars raised will provide life-saving services for children who have suffered abuse.

How can I support the Child Protection Center on #GivingTuesday?

1 Create a Facebook Fundraiser.

By creating a Facebook fundraiser, you're multiplying your impact by bringing the campaign to the attention of your friends and family. This means that not only are you raising essential funding for child abuse services, but you're spreading awareness of abuse and our mission, which in turn brings even more children to safety. Here's how:

- ✓ [Click here to set up your fundraiser](#) or follow these steps: Go to The Child Protection Center's page on Facebook, click 'Fundraisers' in the menu (on mobile, this is under 'About'), and click 'Raise Money.'
- ✓ Make the first donation to your fundraiser (people are more likely to give if they see that someone else has already done so).
- ✓ Share your fundraiser and encourage your friends to donate. Use the sample posts below to help you share your fundraiser and gather support.

Sample Facebook Posts:

This #GivingTuesday, I'm giving the gift of healing to children who've suffered abuse. I'm launching this Facebook fundraiser in support of @ChildProtectionCenter, whose mission is the prevention, intervention, and treatment of child abuse. I'm passionate about protecting children and have made a donation of **[YOUR DONATION AMOUNT]**. I hope you'll join me in the fight against child abuse by matching my donation or giving any gift you're able to.

I believe that every child has a right to safety, a right to joy, and a right to simply be a child. You can help provide life-saving services for children who have suffered abuse. Will you join me in support of @ChildProtectionCenter and give the gift of healing this #GivingTuesday?

COVID-19 has had devastating effects on child abuse, that's why I'm giving the gift of healing this #GivingTuesday by fundraising for the life-saving child abuse services provided by @ChildProtectionCenter. Last year alone, this nonprofit provided 298 medical exams for children to assess signs of abuse and neglect while also reaching 52,313 children and adults with prevention education. You can also give the gift of healing by joining me in the fight against child abuse and making a donation for #GivingTuesday.

2 Make a one-time or recurring donation.

Donating to the Child Protection Center directly supports the prevention, intervention, and treatment of child abuse in Sarasota and DeSoto Counties. You may not be in the medical room, therapy room, supervised visit, courtroom or classroom workshop, but these things would never happen without you. If you'd like to further your impact and protect children all year long, consider making your gift a recurring monthly donation. [Make your one-time or recurring gift by clicking here.](#)

3 Support CPC through these non-monetary options.

Financial contributions aren't the only way to give the gift of healing. Here are some impactful ways you can support the Child Protection Center without stressing your wallet:

- ✓ **Give the gift of awareness.** Book a free Personal Safety Workshop for your family, your mom group, your employees, or your child's after school programs. Email MichelleB@CPCSarasota.org to book yours today.
- ✓ **Give the gift of your voice.** Email SheilaM@CPCSarasota.org with your personal reasons for why you support CPC (#WhyCPC) or your own story of surviving child abuse.
- ✓ **Give the gift of your time and expertise.** Contact DeeDraP@CPCSarasota.org to inquire about volunteering for the Supervised Visitation Program or LouAnnL@CPCSarasota.org about serving on an event committee.
- ✓ **Give the gift of sharing.** Share our campaign in an email to your friends, family, or colleagues. You can also follow us on social media and share our posts.

Sample Email:

Dear [NAME],

This #GivingTuesday, I'm giving the gift of healing to children who've suffered abuse and I hope that you'll join me. I'm supporting a local nonprofit, the [Child Protection Center](#), whose mission is the prevention, intervention, and treatment of child abuse. Last year alone, this organization provided 298 medical exams to assess signs of abuse and neglect while also reaching 52,313 children and adults with prevention education- all in Sarasota & DeSoto Counties.

I hope you'll join me in the fight against child abuse by giving any gift you're able to. [You can give your gift of healing here.](#) Gifts of any amount help provide life-saving services to children in the community.

Thank you for supporting me and this wonderful organization!



Click the button to download Giving Tuesday images to share on social media

DOWNLOAD

- Facebook profile photo
- Facebook cover photo
- Image to share on Facebook/Instagram
- Image to share on Instagram/Facebook story
- #UNSELFIE prompt (print out and take a selfie with this, showing your reason for giving)

Thank you for advocating for children and supporting the Child Protection Center this #GivingTuesday!