



Ready, Set, Raise!

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Introduction

Welcome to “Ready, Set, Raise”!

In this toolkit you will find tools, tips and templates to help CASA and guardian ad litem programs raise the funds and awareness necessary to reach more volunteers and serve more children.

If you have questions about any of the materials contained in this toolkit, or have samples of resources that you would like to share with other CASA/GAL programs, please email marketing@CASAforChildren.org.



A Message from the American Legion Child Welfare Foundation and National CASA



For more than a decade, training materials funded by the American Legion Child Welfare Foundation have strengthened CASA volunteers' ability to advocate for abused and neglected children.

Ready, Set, Raise is the newest tool developed as a result of this longstanding partnership. Contained within are tips, tools and templates to improve your ability to raise awareness of the vital contributions CASA volunteers make toward improving the lives of abused and neglected children, along with materials to help you raise needed funds and work with elected officials.

Established in 1954, the American Legion Child Welfare Foundation's foremost philanthropic priority is to provide other nonprofit organizations with the means to educate the public about the special needs of children across this nation. National CASA and the foundation share a common goal: to work toward the day that every abused and neglected child has a committed CASA volunteer standing up for their rights and best interests.

On behalf of National CASA and the American Legion Child Welfare Foundation, thank you for standing up for our children.



Michael Piraino, CEO
National CASA Association



Dennis R. Boland, President
American Legion Child Welfare Foundation

Contact Information: National CASA Association Office

National CASA Association staff members are available to help you raise funds and awareness for your program.

You are encouraged to contact national [marketing](#) and [resource development](#) staff via email.

With general questions, please call (855) 691-6317 or email memberservices@CASAforChildren.org



Raising Awareness

Raising Awareness of the CASA Cause: Resources

How many times have you heard the question: What is CASA?

Use these tools, templates and tips to increase public understanding of what CASA volunteers do—and why it matters. Materials meant to be used as templates, into which you can place your own text, are provided as downloadable Word documents. Materials meant to be printed and shared are formatted as PDFs.

Resources in this section:

Tips for Communicating Effectively

National Statistics and Key Messages

- [Key Messages About the CASA Program: A Solution that Works](#)
- [Compelling Statistics About the CASA Program: Statistical Data on Child Abuse and Volunteer Advocacy](#)
- [Infographic—We'll customize for you!](#)

Media Relations Tools

- [Editorial Calendars](#)
- [Writing Press Releases](#)
- [Writing Op-eds](#)
- [Writing Letters to the Editor](#)

Marketing Tools

- [Social Media Tools](#): Seasonal images, cover photos, profile pictures
- [I am for the child™](#) and [Child Abuse Prevention Month Online Ads](#)

Top Tips for Communicating Effectively

Keys to Effective Nonprofit Writing

Donors don't care about your organization. Ouch! But truly, donors care about the results of what you do, your impact on children and the benefits you provide to kids and to society.

That means we must focus on impact and benefits when we talk to donors. It's about not the programs or services you provide, it's about what they mean to kids.

We convey benefits and impact best when we use messages that include context and emotion. A well-crafted message paints a vivid picture for the mind. It conveys your impact in a way that resonates with donors. Here are some tips for creating strong and powerful messages.

Communicate impact, not facts

- The fact is: CASA volunteers served 1,217 foster kids last year.
The message is: More than 1,200 foster kids had a relentless advocate at their side last year thanks to their CASA volunteers.
- The fact is: We provide training and support to 250 local CASA volunteers so they understand laws and procedures.
The message is: Your generosity made it possible for us to train and support 250 local CASA volunteers so they can advocate for the needs of abused and neglected children.
- The most important word in donor communications? You.

Begin with the end in mind

- What do you want your audience to do as a result of reading what you've written?
- If your audience remembers only one thing that you've written, what should that be? This becomes your major message.
- What real-life story can illustrate your message?
- How do I capture attention from the very first sentence?

Write like you talk

- Use simple words:
 - People, not individuals or persons
 - Use, not utilize
 - On, not upon
 - Find out, not ascertain
- Avoid social service jargon and acronyms
- Avoid fundraising jargon: Major gift, planned gift, leverage, stretch, impactful, sector, capacity
- Use contractions
- Fragments can be powerful for emphasis: We are changing lives. Every minute, every day. And it's all thanks to you.
- Limit use of the word “very”: If you must amplify an adjective with “very,” you need a stronger adjective.
- Use active voice and sparse words
- Don't start sentences with “___ing”. It spurs passive sentence structure: Instead of “Donating to CASA is a great investment in our community,” say “Your donation to CASA of Cumberland County is a great investment in our community.”
- Nonprofit clichés (avoid them like the plague)
 - Now more than ever.
 - We need you.
 - Leverage your gift.
- Beware statistical overload. Round numbers up for a whole number: Instead of “We served 1,217 kids last year,” say “We served more than 1,200 kids last year.”

Key Messages About the CASA Program: A Solution that Works



The federal investment in the CASA program saves tens of millions of dollars in federal and state government expenses. It is a research-based, effective program of trained, competent, court-appointed community volunteers stepping forward to deliver greater efficiency in government systems, and significantly improved outcomes for the abused and neglected children that they serve.

Almost 75,000 trained volunteer CASA and GAL advocates were assigned by courts to the cases of 238,000 abused and neglected children in 2013—37% of children in the child welfare system. CASA and volunteer GAL programs are established in 951 communities nationwide.

Better Outcomes Proven for Children

- Low CASA caseloads mean the courts can make better decisions for children. CASA volunteers handle just 1 or 2 cases at a time, so that they can give each child's case the sustained, personal attention he or she deserves.
- Children with CASA volunteers spend less time in long-term foster care, experience fewer out of home placements, and have significantly improved educational performance.

- More than 90% of children with CASA volunteers never reenter the child welfare system, a significant difference compared to 87% of the general foster care population. This outcome also results in significant savings in child welfare expenses.
- Complex cases receive more attention so they can move forward in a timely way. CASA volunteers are typically appointed to the more complex children's cases – those where there are multiple risk factors which must be fully understood in order to make a placement decision that will be in the child's best interests.

[Download a PDF](#)

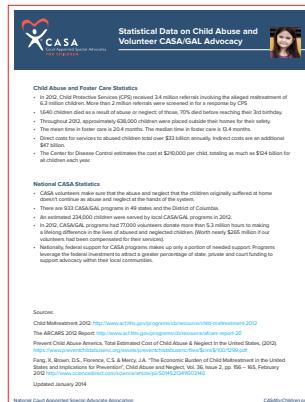
Cost Effectiveness

- CASA volunteers save tens of millions of dollars in child welfare costs alone. Just 12% of children assigned a CASA volunteer remain in long-term foster care, compared to 16% of the general foster care population.
- The child welfare system could not afford to provide a comparable level of advocacy through non-volunteer approaches. In 2013, CASA volunteers contributed 5.75 million advocacy hours, equivalent to almost \$290 million in taxpayer dollars if compensated for their service.
- By reducing long-term placements, subsequent victimization, and reentry into the foster care system, CASA substantially reduces foster care costs.
- 75 to 1 return on investment. Federal funding for one staff supervisory position within a local CASA program supports up to 30 trained volunteer workers, assigned to as many as 75 children within a year.

High Quality Advocacy

- Judges assign CASA/GAL volunteers to 36% of abuse and neglect cases before them. They express a great need for more volunteers for their cases.
- CASA volunteers ensure that the court and child welfare systems remain focused on the specific needs of individual children, so that these needs, including their need for safety and permanency, are addressed expeditiously.
- Judges, attorneys, child welfare workers, and parents overwhelmingly report that CASA volunteers make a difference with the children they serve.
- With a limited number of available volunteers, judges assign CASA/GAL volunteers to their most difficult and complex cases: those with prior maltreatment or contact with child welfare, cases of extreme neglect, physical or sexual abuse, and those where children have a great level of risk.
- CASA volunteers are far more likely than paid attorneys to visit children in their homes, and more likely to investigate whether there are appropriate services for the child or family, and to monitor delivery of services.

Compelling Statistics About the CASA Program: Statistical Data on Child Abuse and Volunteer Advocacy



Statistical Data on Child Abuse and Volunteer CASA/GAL Advocacy

Child Abuse and Foster Care Statistics

- In 2012, Child Protective Services (CPS) received 3.4 million referrals involving the alleged maltreatment of 6.3 million children. More than 2 million referrals were screened for a response by CPS.
- 1,640 children died as a result of abuse or neglect; of those, 70% died before reaching their 3rd birthday.
- Throughout 2012, approximately 638,000 children were placed outside their homes for their safety.
- The mean time in foster care is 20.4 months. The median time in foster care is 13.4 months.
- Direct costs for services to abused children total over \$33 billion annually. Indirect costs are an additional \$47 billion.
- The Center for Disease Control estimates the cost at \$210,000 per child, totaling as much as \$124 billion for all children each year.

National CASA Statistics

- CASA volunteers make sure that the abuse and neglect that the children originally suffered at home doesn't continue in foster and neglect in the hands of the system.
- There are 951 CASA/GAL programs in 49 states and the District of Columbia.
- An estimated 238,000 children were served by local CASA/GAL programs in 2013.
- In 2012, CASA/GAL programs had 77,000 volunteers donate more than 5.75 million hours to making a lifelong difference in the lives of abused and neglected children. (Worth nearly \$290 million if our volunteers had been compensated for their services).
- Nationally, federal support for CASA programs makes up only a portion of needed support. Programs leverage the federal investment to attract a greater percentage of state, private and court funding to support advocacy within their local communities.

Sources:
 Child Maltreatment 2012: <http://www.acf.hhs.gov/programs/cb/resource/child-maltreatment-2012>
 The AFCARS 2012 Report: <http://www.acf.hhs.gov/programs/cb/resource/afcars-report-20>
 Prevent Child Abuse America, Total Estimated Cost of Child Abuse & Neglect in the United States, (2010), <http://www.preventchildabuse.org/child-abuse-prevention-research/total-estimated-cost-of-child-abuse-and-neglect-in-the-united-states/>
 Fang, X, Dixon, E.S., Florence, C.S. & Mercy, J.A. "The Economic Burden of Child Maltreatment in the United States and Implications for Prevention", Child Abuse and Neglect, Vol. 36, Issue 2, pp. 156 – 165, February 2012. <http://www.sciencedirect.com/science/article/pii/S0145213411000200>
 Updated January 2014
 National Court Appointed Special Advocate Association

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Download a PDF

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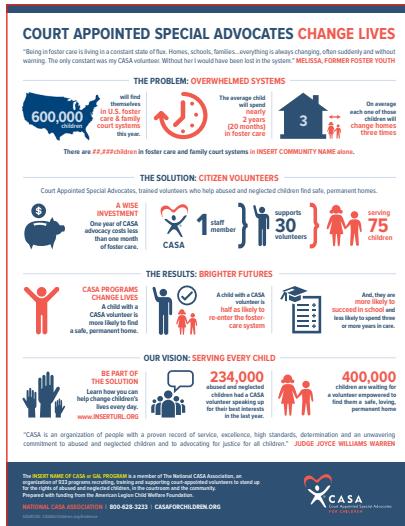
Child Maltreatment 2012: <http://www.acf.hhs.gov/programs/cb/resource/child-maltreatment-2012>

The AFCARS 2012 Report: <http://www.acf.hhs.gov/programs/cb/resource/afcars-report-20>

Infographic—We'll Customize for You!

To receive a copy of this infographic customized for your program, email [Member Services](#) and provide the pieces of information noted in green.

Please allow 7-10 business days for processing.



COURT APPOINTED SPECIAL ADVOCATES CHANGE LIVES

"Being in foster care is living in a constant state of flux. Homes, schools, families...everything is always changing, often suddenly and without warning. The only constant was my CASA volunteer. Without her I would have been lost in the system." **MELISSA, FORMER FOSTER YOUTH**

THE PROBLEM: OVERWHELMED SYSTEMS

600,000 children will find themselves in U.S. foster care & family court systems this year.

The average child will spend nearly 2 years (20 months) in foster care.

On average each one of those children will change homes three times.

There are ##,## children in foster care and family court systems in INSERT COMMUNITY NAME alone.

THE SOLUTION: CITIZEN VOLUNTEERS

Court Appointed Special Advocates, trained volunteers who help abused and neglected children find safe, permanent homes.

A WISE INVESTMENT
One year of CASA advocacy costs less than one month of foster care.

CASA 1 staff member supports 30 volunteers serving 75 children.

THE RESULTS: BRIGHTER FUTURES

A child with a CASA volunteer is half as likely to re-enter the foster-care system.

And, they are more likely to succeed in school and less likely to spend three or more years in care.

OUR VISION: SERVING EVERY CHILD

BE PART OF THE SOLUTION
Learn how you can help change children's lives every day.
www.INSERTURL.ORG

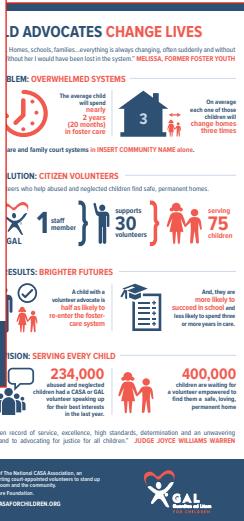
234,000 abused and neglected children had a CASA volunteer speaking up for their best interests in the last year.

400,000 children are waiting for a volunteer empowered to find them a safe, loving, permanent home.

"CASA is an organization of people with a proven record of service, excellence, high standards, determination and an unwavering commitment to abused and neglected children and to advocating for justice for all children." **JUDGE JOYCE WILLIAMS WARREN**

CASA
COURT APPOINTED SPECIAL ADVOCATES
FOR CHILDREN

NATIONAL CASA ASSOCIATION | 800-628-3233 | CASAFORCHILDREN.ORG



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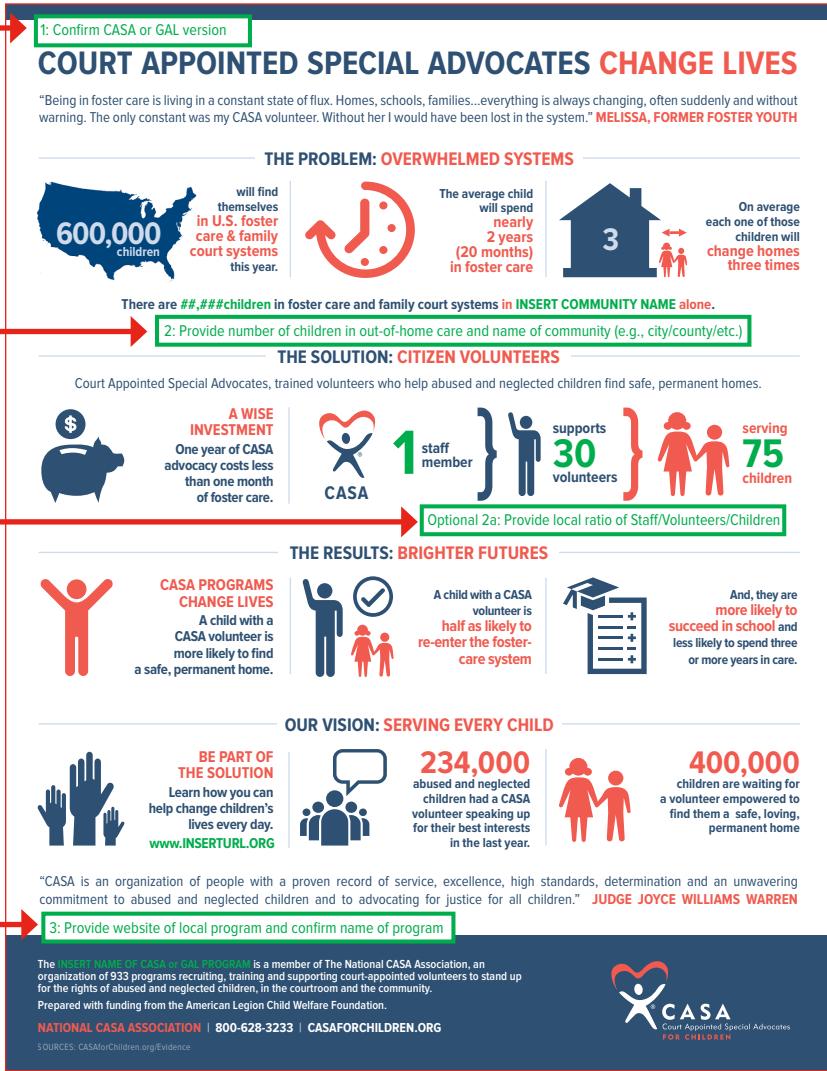
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1: Confirm CASA or GAL version

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There are ##,## children in foster care and family court systems in INSERT COMMUNITY NAME alone.

2: Provide number of children in out-of-home care and name of community (e.g., city/county/etc.)

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Optional 2a: Provide local ratio of Staff/Volunteers/Children

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3: Provide website of local program and confirm name of program

The **INSERT NAME OF CASA OR GAL PROGRAM** is a member of The National CASA Association, an organization of 933 programs recruiting, training and supporting court-appointed volunteers to stand up for the rights of abused and neglected children, in the courtroom and the community. Prepared with funding from the American Legion Child Welfare Foundation.

NATIONAL CASA ASSOCIATION | 800-628-3233 | CASAFORCHILDREN.ORG

SOURCES: CASAFORCHILDREN.org/Evidence

CASA
Court Appointed Special Advocates
FOR CHILDREN

Tips for Working with the Media

Guiding principle: Give the media what they want! Never suggest a story to a publication without reading it first. Before approaching a particular reporter, understand his/her beat, interests and timelines. And be prepared to deliver—quickly—on all story suggestions.

When considering a topic for its news value, ask yourself the following questions:

- Is it timely? Is it local?
- Is it important or interesting to the general public?
- Does it have consequence, conflict or is it controversial?
- Is it new, novel or different? Is it on the “cutting edge?” Something few people know about?
- Are the people involved community leaders or ordinary people?
- Does it have human interest? What makes it unusual?
- Is it odd, unusual, the biggest, the smallest or is it outstanding in some way, shape or form.
- Does it relate to a “hot” news item? Is the media already interested in the topic?

Ideas to keep your program in the news:

- Anniversaries or milestones
- Retirement of prominent members
- Awards to the program or volunteers
- Outstanding contributions of the program
- Annual conference, awards banquets or special events
- Fundraising events
- Speeches
- Contests or promotions
- Cooperative agreements with other associations or organizations
- Interviews with prominent members on current topics
- Results of a survey

2014 Editorial Calendar - Annual Holidays and Themes

It all starts with a plan! Use this overview of annual themes and events to guide your year-round communications planning. Want to go deeper? Map your content across all channels (newsletters, social media, earned media and more) using the LightBox Collaborative Editorial Calendar

January:

- Resolutions
- 20 - MLK Day of Service

February:

- Black History Month
- 14 - Valentine's Day/Generosity Day

March:

- Spring (9 - forward, 20 - first day): Renewal, regeneration, new opportunities
- Social Work Month

April:

- 6-12 - National Volunteer Week
- National Child Abuse Prevention Month (also now National Sexual Assault Awareness Month)

May:

- National Foster Care Awareness Month
- 11 - Mother's Day
- 26 - Memorial Day

June:

- National Reunification Month (being promoted by ABA)
- 3 - Blogging for LGBT Families Day – writing in support of LGBT issues
- 15 - Father's Day
- 19 - Juneteenth
- 21 - Longest day of the year – story about putting in a long day for a good result, a day feeling like the longest day of your life

July:

- Independence Day – what does independence mean for you? Stories about supporting children through independence

August:

- Back to school

September:

- 7 - Grandparents' Day – story about adoption by grandparents

- September 11 Day of Service
- Hispanic Heritage Month (Sept/Oct)

October:

- Domestic Violence Awareness Month
- 31 - Halloween

November:

- Giving thanks, appreciation
- National Adoption Awareness Month/ National Adoption Day
- Native American Heritage Month
- 27 - Thanksgiving
- 28 - Black Friday

December:

- Home for the holidays
- 3 - Giving Tuesday
- End of Tax Year
- New Year's Eve – resolutions, link between volunteering and better health

[Looking for more detail?](#)

[Download the free Lightbox Collaborative 2014 Editorial Calendar](#)

Writing Press Releases

Weekly newspapers count on press releases as sources of information for stories and often will print releases verbatim. Although daily newspapers rarely print press releases, they are still helpful in providing reporters with the facts you believe are important to cover (and having everything in writing helps reporters avoid making mistakes). Press releases serve the same purpose with television and radio reporters.

- Get a copy of an Associated Press Stylebook, learn it and follow it in your writing. The stylebook provides guidelines on things like how to write dates and times (3 – 4:30 p.m. on Tuesday, June 20); numbers (spell out one through nine and use numerals for 10 and above); dollars and cents (5 cents, \$1.87, \$2.4 million); etc. Organizations that produce well-written news releases and prepare them in proper journalistic style are perceived as savvier and more professional by reporters. Being able to write professionally will significantly improve your chances of seeing your press release in print.
- Keep releases under 500 words; the shorter the better.
- Include a contact name and telephone number at the top. If you expect people to call you for follow-ups, include your cell number as well as your office number.
- Include a date at the top.
- Put a headline above the first paragraph.
- Avoid special letterhead or logos or other graphics that might lead the media’s spam filter to relegate your emailed news release to the junk mail folder.
- Try to put a time element in the first, or lead, paragraph—“today” is always the best time element.
- For releases about upcoming events, put the major information about Who, What, When and Where in the lead.
- Follow up with other important facts (including Why) in an “inverted pyramid” style.
- Keep paragraphs short – one or two sentences.
- Consider including a direct quote from your primary spokesperson; clearly identify him/her by title.
- End the release with a paragraph that describes your organization in no more than two sentences.

Writing Op-Eds

Op-eds allow organizations to present compelling arguments on behalf of their issues. They work best when they are written under the byline of a person in authority—for example, the executive director or board president of your organization. Here’s how to go about asking for an opportunity to write an op-ed.

- If op-ed guidelines are not available online, call the newspaper and ask to speak to the editorial page editor or op-ed editor at daily newspapers or the editor of smaller community newspapers.
- Ask for the opportunity to respond to a recently published editorial, op-ed, news story or issue via an op-ed piece or guest editorial of your own. Inquire about rules for publication, such as space or time limits.
- Be clear and persuasive in stating your position. Focus on a positive representation of your views, not a negative response to the original editorial or opposing viewpoint.
- Use “real life” examples that illustrate how people are affected by the issue.
- Consider closing with a “call to action” that compels people to do something (write their congressional representative, donate money to the cause, vote, etc.).
- Remember the “new” in news. A request for an op-ed must be made within a day or two of when an issue to which you wish to respond arises in the paper.

Download Op-ed Templates:

- [Child Abuse Prevention Month \(April\)](#)
- [Responding to an Instance of Child Abuse in Your Community](#)

Writing Letters to the Editor

Letters to the editor are good ways to respond to news coverage, editorials, columns, or simply to express your views on any issue that has been in the newspaper. Here are some guidelines:

- Know the newspaper's rules regarding letters to the editor. Find them online or call to ask.
- Write letters the same day that an issue arises in the newspaper.
- Stick to one point.
- Use simple, declarative sentences.
- Be brief. Sometimes the best letters are just one paragraph.
- Discuss an issue in terms of how it affects people.
- Try to connect with readers by appealing to their sense of logic or fair play.
- Express your convictions strongly, but don't be unnecessarily harsh, cynical or disrespectful.
- Add a motivational line or call to action.
- An upbeat letter may be more persuasive than one that scolds, blames or complains.
- It's fair for the editor to cut part of your letter for space. To avoid editing, keep your letter to 250 words or less.
- Always have a second person proofread your letter.
- Find the email address to send your letter to online under Contacts or Opinions (often something like letters@newspapername.com) and send your letter along with your full contact information (name, address, city, state, zip, email address). The paper will print only your name and home town, not all the info you provide.
- Online comments on an article do get read. Consider posting.

Download Sample Letters to the Editor:

- [Sample Letter Taking a Position on Legislation](#)
- [Three Versions of Responding to an Instance of Child Abuse in Your Community](#)

Web Ads

180px 150px



350px x 250px



Download a zip file of general web ads
in [CASA](#) or [GAL](#) version

350px x 250px



300px x 250px



728px x 90px



Download a zip file of Child Abuse Prevention Month web ads
in [CASA](#) or [GAL](#) version. (Additional sizes not pictured.)

Social Media



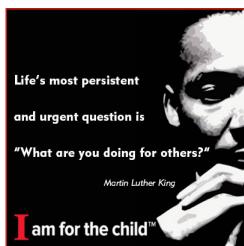
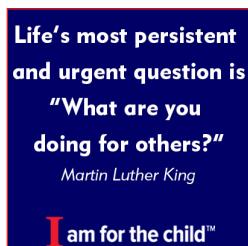
Facebook Cover Photos

Download a zip file of all Facebook Cover Images
in **CASA** or **GAL** version.

Download Social Media Tips
for **CASA/GAL** Programs.

Facebook Images and Profile Photos

January



April - Child Abuse Prevention Month



May - Foster Care Month



February



May



July



Profile Photos



Download Social Media Tips
for CASA/GAL Programs.

(Additional images available, not pictured)

Download a zip file of all social media images
in CASA or GAL version.

Raising Awareness by Quarter

January – March

Media Relations:

- [New Year's Resolution press release](#)
- [Black History Month: Media release shared by Texas CASA](#)

* Social Media:

- Martin Luther King Jr. image and quote
- Valentine's thank you image

April – June

Media Relations:

- [Child Abuse Prevention Month press release](#)
- [Child Abuse Prevention Month op-ed](#)
- [National Volunteer Week press release](#)
- [Mother's Day: Media release shared by Texas CASA](#)

* Social Media:

- Child Abuse Prevention Month Facebook images - cover photo, images, profile pictures.
- Foster Care Month Social Media images
- Memorial Day image of flag with quote

Additional Resources:

- [Child Abuse Prevention Month tips](#)
- * Child Abuse Prevention Month web banner ads

July – September

Media Relations:

- [Back to School: Media release](#) about increase in reports of child abuse at beginning of school year

* Social Media:

- Image of logo and fireworks

October – December

Media Relations:

- [Giving season press release](#)

* Social Media:

- CASA logo carved in pumpkin

Evergreen – For Use Throughout the Year

Media Relations:

- [Op-Ed Responding to an Incident of Child Abuse](#): Use this release after an incident of child abuse or neglect has occurred in your community.

- [Sample Letters to the Editor Responding to Incident of Child Abuse](#): Three versions of a letter to the editor that can be sent to the local paper following a well-publicized child-abuse incident.

- [Sample Letter to Editor: Take a Position on Legislation](#)

* Social Media:

- I am for the child Facebook cover photo
- Thumbs-up image (could use for Social Work Month, National Volunteer Week, political shout-outs, etc.)

Additional Resources:

- * I am for the child web banner ads

- * Download zip file of all [CASA](#) or [GAL](#) social media images and web banner ads.

Have an example to share? [Email the National CASA Marketing Department.](#)

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[Tips on Working with Elected Officials](#)

[Shared Resources](#)



Mobilizing Your Network

Mobilizing Your Network - Resources in This Section

- [Public Policy Infographic](#) - used in National CASA's visits with elected officials
- [Communicating with Elected Officials](#)
- [Shared Resources](#)
- See more statistics, key messages and a customizable infographic in the “[Raising Awareness](#)” section of [this toolkit](#) for your advocacy work.

Thank you to the National PTA and CASA state organizations for contributing resources to help all CASA/GAL programs enhance their advocacy efforts

Casa's Request for Congressional Action

A Child with a CASA volunteer is:

- More likely to be adopted than to linger in long-term foster care
- More likely to have a plan for permanency, especially children of color
- Half as likely to re-enter the foster care system
- More likely to do better in school



1 PAID CASA STAFF

**SUPPORTS
30**



WHO SERVE

**75
KIDS**



Casa Volunteers Save Hundreds Of Millions Of Dollars In Child Welfare Costs Alone.

- 75 to 1 return on investment. Federal funding for a single grant-funded staff position supports 30 trained volunteer workers, assigned to 75 children within a year.
- CASA advocacy is cost-effective because it is an organization of volunteers. In 2013, CASA volunteers provided advocacy hours equivalent to almost \$290 million in taxpayer dollars if compensated for their service.
- More than 90% of children with CASA volunteers never re-enter the system, yet another significant savings.
- Judges express a great need for more volunteers for their cases. CASA volunteers fight for a child's fundamental right to be protected and to be safe.
- In 2013, an estimated 75,000 volunteers provided advocacy for 238,000 children. This is just 37% of the children in foster care. The need to expand CASA advocacy is critical for the best interests of our nation's most vulnerable children, as well as the resultant federal and state government savings with volunteers assigned to their cases.
- Evaluations have shown that CASA volunteers excel in advocating for a child's best interest, and are appointed to the most serious cases, with multiple risk factors.
- The child welfare system could not afford to provide a comparable system of advocacy through non-volunteer approaches.

As recommended by the White House Task Force on Disadvantaged Youth, and Congressional efforts to assure that nonprofits are accountable, the CASA grants administration is highly efficient and accountable to OJJDP, and requires accountability by subgrantees. The National CASA Association administers the competitive grants program at a much lower cost than if administered by government staff.

Abused and neglected children belong at the top of any priority list

- Approximately 638,000 neglected and abused children find themselves—through no fault of their own—in the foster care and family court systems in the United States each year.
- A child will be uprooted and moved at least three times during the average 21 months spent in foster care (frequently separated from siblings).
- In 2012, 1,640 children died as a result of abuse or neglect—nearly 70% of those children were younger than three.
- Since its founding in 1977, CASA for Children has ensured transition to a safe, permanent home for more than 2 million children.

35% Foster children served by a CASA volunteer



65% Foster children still in need



Communicating with Elected Officials

Thank you to the National PTA for allowing National CASA to reprint the following excerpts from their Advocacy Toolkit.

While these tips were designed for national advocacy, the same best practices apply to working with your state and local elected officials.

View the full PTA advocacy toolkit [at their website](#).

Locating/Identifying Your Elected Officials*

National CASA suggests searching the National Conference of State Legislatures website to identify your state's legislators:

<http://www.ncsl.org/aboutus/ncslservice/state-legislative-websites-directory.aspx>

Note to local CASA/GAL Programs: *Always keep your state organization or state representative informed about your advocacy efforts.*

Corresponding with Elected Officials

- Always be polite and courteous. Members of Congress and their legislative staff [and other elected officials] are considerably less likely to respond to rude or profane letters.
- Be as concise as possible. Remember that each congressional office has dozens of legislative issues to cover and hundreds of constituent requests each day.
- Include your home or work address in every letter, even in emails.
- Thank the member of Congress [elected official] for taking the time to read your letter.
- Remember that correspondence with any elected official is about building an ongoing relationship and persuading them to think of you as a resource. Even if an elected official does not agree with your point of view on an issue today, they might in the future.

General Email Tips

- Keep your letter as short and concise as possible. Some emails can be as short as a single paragraph urging [an elected official] to vote a certain way or to advocate for a certain issue, but letters up to three paragraphs are effective.
- Make sure the important information contained in your email jumps out. You can do this by putting what action you are requesting in the subject line (ex: YES on H.R. 3). Even if the member or his/her staff does not take the time to read your letter in its entirety, they will still have received the message that one of their constituents feels a certain way about an issue.

Emails to Congressional Offices

Emails are the most effective form of communication when contacting a congressional office. Most Congressional offices now have standard email forms that can be accessed right from the “Contact” tab of their website. Due to the heightened security measures on Capitol Hill, a letter sent through the post can take between two and four weeks to reach a congressional office. However, if you email that same letter, the office will receive it immediately. This is especially important when what you are advocating for is time sensitive; the best example of this is when you are asking the member of Congress to vote a certain way on an upcoming bill. If you mailed the letter, they would likely receive it long after the vote has passed.

Calling Your Member of Congress

Calling your member of Congress is an effective way to advocate, especially when an important vote is coming up. As with other forms of communication between yourself and an elected official, members of Congress will only correspond with their own constituents out of professional courtesy to other members.

Tips for Calling Your Member of Congress:

- Make sure to prepare beforehand for your call. If there is a certain piece of legislation you would like the member of Congress to vote on, know what the specific bill number is (e.g., H.R. 2).

- Identify yourself as one of the member’s constituents.
- Explain to the staff member what it is you are calling about and what action you would like the member to take (e.g., voting Yes or No on a piece of legislation).
- Because congressional offices are extremely busy, it is important to be as concise and brief as possible in order to be effective. While you might feel that explaining the minutiae of a bill to the staff member will be helpful, this will only frustrate whomever you are talking to and will likely not help your cause.
- Be as congenial and polite as possible. Staff members are overwhelmed with angry phone calls, letters, and faxes on a daily basis; being pleasant and easy to talk to will go a long way in getting your voice heard.
- Be aware and respectful of the fact that the staff member may not have in-depth knowledge about the issue or specific legislation you are calling to discuss. There are thousands of bills introduced each Congress, so be mindful of this fact and do not be discouraged if they are not familiar with the issue or legislation.
- Always thank the staff member for taking the time to talk with you.
- *Most often you will be speaking with a receptionist fielding many calls and tallying comments on a particular issue. If you are referred to a staff member who works on the issue you are calling about, consider the following advice:
 - Feel free to briefly share any relevant research, data, and stories that you might have with the staff member. This will go a long way in your relationship building with your congressional office. You want them to think of you as a resource when it comes to child welfare issues.
 - Try to illustrate the connection between the legislation being voted on in Washington with the effects it will have in your community. This will help bring the point home to the member and provide further encouragement for their office to take your requests and concerns seriously.

**Information inserted by National CASA’s public policy advisor.*

Resources Provided by State Organizations:



- 2013 Legislative Advocacy Guide (TX)
- Tip Sheet: Meeting with Your Legislators—Tips and Talking Points (TX)
- Form: Legislative Appointment Outcome Sheet (TX)
- CASA Talking Points (GA)
- Map of CASA Programs in State (GA)
- Legislative Tips—How a Bill Becomes a Law (GA)

Do you have resources to share?

Email the National CASA Marketing Department.



Quick Brand Guide: Questions to Ask Yourself When Creating a CASA-Branded Piece



Brand Guide

Questions to ask yourself when creating a CASA for Children branded piece:

WHEN SHOULD THE CASA LOGO BE USED?

WHO CAN USE THE OFFICIAL CASA FOR CHILDREN LOGO?

WHAT IS THE OFFICIAL CASA FOR CHILDREN LOGO?

WHERE CAN I GET THE LOGO?

AM I USING THE CORRECT LOGO?

CAN I ALTER THE LOGO?

AM I USING THE RIGHT COLORS?

AM I USING THE RIGHT FONT?

CAN I INCLUDE A SLOGAN?

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AM I USING THE
RIGHT FONT?

CAN I INCLUDE A
SLOGAN?

1. When should the CASA logo be used?

- » The CASA logo may be used only in connection with programs, promotional materials and projects directly related to the goals and purposes of the National CASA Association.
- » For example, the logo can be used as the official logo of a local CASA/GAL program, displayed on local program websites, and used on all public relations, fundraising, recruitment and training materials.
- » The logo should not be used on commercially developed products for sale to the public except as authorized by the National CASA Association



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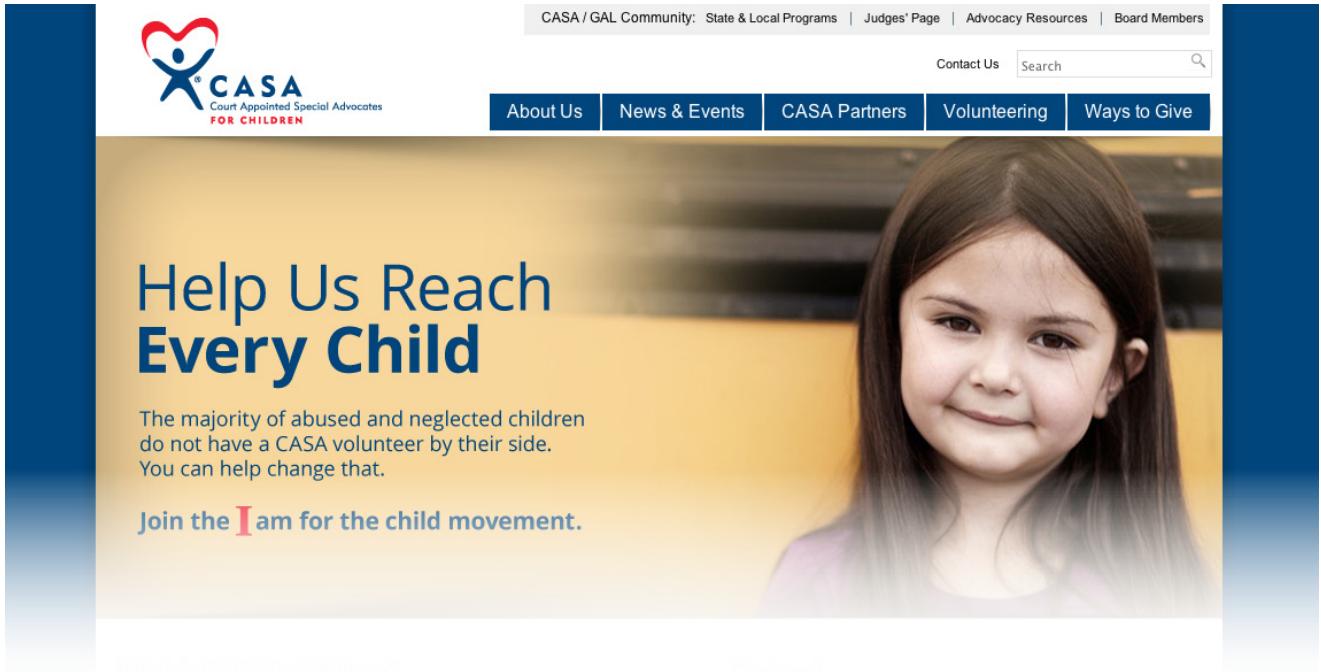
AM I USING THE RIGHT COLORS?

AM I USING THE RIGHT FONT?

CAN I INCLUDE A SLOGAN?

2. Who can use the official CASA for Children logo?

- » Only National CASA member programs may use the official CASA for Children logo.
- » All CASA/GAL programs must adhere to the [graphic standards and requirements of the National CASA Association](#) for all trademarked word marks, slogans, logos and graphic elements.



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3. What is the official CASA for Children logo?

- » The CASA for Children logo includes two basic elements: the registered icon and a program descriptor. The icon must always be used with the descriptor, as seen below. It cannot be used alone.



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4. Where can I get the logo?

- » You will find downloadable logo files in both print and web-friendly versions on CASAforChildren.org/Programs. Log into the State and Local Programs section, click the section in the left sidebar for Marketing and Communications, and then choose CASA Logos. For a direct link you can also log-in at CASAforChildren.org/Logos.



⬇ Be sure you are using an up-to-date, high-quality file of the logo. [Download the most recent print and web versions today!](#)

- » Customized state and local program versions are also available free of charge from National CASA upon request. You can request a custom logo for your program by completing the request form in the member area of CASAforChildren.org/Logos.



✉ If you have trouble requesting a custom logo for your program, please contact National CASA at Staff@CASAforChildren.org.

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5. Am I using the correct logo?

» Here is the correct logo. Please note that this cannot be redrawn or modified in any way. Additionally, the registered icon (figure) is not the logo, and may not be used alone without the descriptor text.



» Here are some examples of incorrect or outdated logos, these should never be used:



Note missing ® symbol

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CAN I INCLUDE A SLOGAN?

6. Can I alter the logo?

» No, the logo cannot be redrawn or modified in any way. The registered icon and descriptor must always be linked.



Do not stretch, squish, or otherwise distort the logo



Do not use the icon without the program descriptor



Do not change colors used in the logo



Do not change fonts or add graphics to the logo

» The clear space around the logo should be equal to the space that the C and A occupy in the word "CASA."



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7. Am I using the right colors?

- » Whenever possible, the CASA for Children logo should be printed in PMS #295 U blue and PMS #485 U red on a white or light-colored background that provides sufficient contrast. However, there are some instances when a slight modification of these colors is acceptable:



When a dark background is necessary, you may use white (in place of the blue) and PMS #485 U red. It is also appropriate to print the logo in white reverse when the logos are positioned against a dark background.



All black logos or black and gray logos are also acceptable. When using a black and gray logo, the gray should be 60% black.

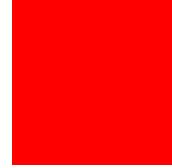
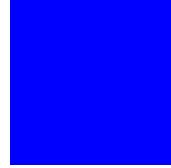
PRINT:



C 100
M 57
Y 0
K 40

C 0
M 95
Y 100
K 0

WEB:



#000066

#CC0000

8. Am I using the right font?

- » The fonts used in the CASA for Children logo are from the Geometric 415 family. This font is also a good choice for CASA branded materials, though it can be limited as it lacks italics. Recommended fonts to complement Geometric 415 include Proxima Nova, New Century Schoolbook, and Georgia.

Geometric 415 Lite

Geometric 415 Medium

Geometric 415 Black

NOTE:

- ⬇ EPS files that include the correct font are available for download at CASAforChildren.org/Logos. These EPS files can be sent to a sign maker or printer and the font does not need to be installed or purchased in order to use the EPS file of the logo.
- ⬇ Business package templates, which include templates for business cards, envelopes and letterhead, are also [available for download on the logo web page](#). If you would like to use the font for other text, such as adding your address to the business package templates, the font can be purchased. However, using the same font is optional. You can select a font of your choice for your address on your letterhead and business card, etc.
- 💰 You can purchase the Geometric 415 font set at paratype.com/btstore/fonts/Geometric-415.htm. Be sure to check with your printer or designer first as they may already have the font and can customize your materials without purchasing it.

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CAN I INCLUDE A SLOGAN?

9. Can I include a slogan?

» *I am for the child*[™] and *Lift up a child’s voice. A child’s life.*[™] are trademarked taglines of National CASA. The first reference to these slogans on any materials should always include the trademark symbol (™).



**Lift up a child’s voice.
A child’s life.**[™]

I am for the child[™]

» These trademarked slogans can only be used by program members of National CASA, only in connection with promotional materials and projects that are directly related to the goals and purposes of National CASA. These taglines should not be altered in any way.

» *I am for the child* logo fonts are Proxima Nova Condensed Bold and Georgia.

» Download “I am for the child[™]” and “Lift up a child’s voice. A child’s life.[™]” logos at CASAforChildren.org/marketing.



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Who can I ask if I have more questions about logos, slogans or creating a branded piece?

- » Feel free to contact National CASA with any questions regarding branding at staff@CASAforChildren.org.

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Raising Funds

Raising Funds: Resources in This Section

In this section you'll find fundraising fundamentals—guidelines, tools and templates for working with organizations and individuals to expand support for your CASA program.

Materials meant to be used as templates, into which you can place your own text, are provided as downloadable Word documents. Materials meant to be printed and shared are formatted as PDFs.

- [The Master Case Statement](#)
- [Engaging Businesses](#)
- [Working with Individual Donors](#)

The Master Case Statement

What is a case statement? It's your organization's sales pitch—a document that makes the case for why donors should support your cause. A strong case statement establishes your organization as a leader in offering the best solution to a pressing problem. Using clear, compelling and emotional language, the case statement illustrates the powerful impact you are having on the community – and how a donor can amplify that impact by supporting your organization.

In this section find tips for developing a master case statement and a sample CASA case statement.

- The Case for a Master Case
- Tips for Creating a Master Case
- General Outline of a Master Case
- Sample CASA Case Statement

“A case statement is your organization’s vision... in print. A good case statement makes its points quickly, dramatically and with compelling logic and unfeigned emotion. And that’s just the start. A great case statement stirs the soul. Abraham Lincoln’s Gettysburg Address is a great case statement.”

*Tom Ahern
fundraising communicator*

The Case for a Master Case

Writing about your organization's work and impact is an essential part of raising money and keeping donors informed. Most organizations spend hundreds or even thousands of hours a year churning out grant proposals, newsletters, website stories and other documents. Yet few have one overarching document that answers the essential question of "Who are you, why do you need my money, and where does the money go?" A master case statement is an internal positioning document that answers these questions and more.

Other benefits of a master case include:

- Helping ensure everyone in your organization speaks with one voice
- Saving staff time by providing language, facts and figures that are pre-approved and ready to be copied and pasted into proposals, brochures, stewardship reports and practically any other written document
- Providing a comprehensive introduction to new staff, board members and volunteers

Tips for Creating a Master Case

Before writing:

- Get a sense of the organization by reading as many background documents as possible and by interviewing key staff, volunteers, beneficiaries and supporters.
- Seek buy-in from your president/executive director/CEO and other top leaders from the very beginning. Push them to articulate their vision for the organization as well as measurable objectives they want the organization to achieve.

The writing process:

- Imagine the case statement as a conversation with someone who has never heard of your organization. Start with the “big picture” problem you’re trying to solve, and then make the case for your organization as the number one organization to take on the problem (or part of the problem).
- Balance facts with emotions. Consider weaving in quotes to break up the text, or include personal stories as side bars.

- Document your sources in end notes or footnotes
- Consider hiring an outsider – sometimes it’s easier to have an external contractor move the approval process forward.

After writing:

- You will seldom print the entire document in its entirety. Instead, borrow the language, facts and figures from the master case and use them in customized proposals, etc.
- Make the master case easily available to all staff and “sell” it internally. Consider holding a training session to train staff on its use.
- If you’re at headquarters, consider creating a template version of the case for chapters/affiliates to customize. If you’re in a chapter/affiliate, make your version available across the network.
- Remember that it’s a living document and should be updated every 3-6 months

General Outline of a Master Case Statement

I. Introduction (2-3 paragraphs) including:

- Attention-getting opening
- Definition of your organization—Who you are/what you do
- Could include a brief history

II. The Challenge (1-2 paragraphs) including:

The problem your organization or your campaign is working to address

- Why the reader should care about the problem (make it relevant to an everyday person, not just someone who is already close to you)
- Your organization's unique role in the solution and why you are the best organization to get it done

III. Join us (1 paragraph)

- Define your ultimate goal as an organization or as a campaign
- Summarize how you will achieve this goal
- Invite reader to support your endeavor with funds or other actions

IV. How we will do it/What we do now

- Strategy/Program A —What you do now and why —What you want to do (goals + measurable outcomes)
- Strategy/Program B—What you do now and why —What you want to do (goals + measurable outcomes)
- Strategy/Program C—What you do now and why —What you want to do (goals + measurable outcomes)

V. Call for support (1-2 paragraphs)

[Download a customizable CASA case statement.](#)

Engaging Businesses to Expand Your Reach

Ensuring that every child in need has access to a CASA or GAL volunteer will require growing the capacity of CASA/GAL programs across America. One important way to do that is working with local businesses and their employees and consumers to generate new resources and amplify our message.

This section of the toolkit is designed to help state and local CASA programs consider ways to deepen your engagement with companies, business consumers and employees in your communities.

- Definitions
- Benefits of Strong Partnerships
- Types of Partnerships
- Third Party Fundraising
- Partnership Protocols – Guiding Principles
- Engaging Businesses – How to Create Authentic Sustainable Partnerships
- Organizing for Success
- Prospecting
- Prioritizing Your Partnership List
- Creating Partnerships—The Discovery Stage
- Negotiating Terms of Partnerships
- The Devil Is in the Details—Agreements, Fees, Commitments
- Working with Kappa Alpha Theta

Questions? Contact National CASA resource development staff.

Definitions

Regional and Local Business Partnerships: For-profit companies who support one or many CASA/GAL programs through donations of funds, time or goods and services. Companies whose values align with CASA—both philosophically and through their business practices. They can support not just specific programs financially, but the entire CASA mission. Local business partners can be almost anyone, from regional toy stores or restaurant chains, to law firms to local offices of multi-national corporations. All can be conduits to far-reaching support.

Service Organizations: The “doers” of our partner base. Service organizations like the Junior League, Kiwanis Clubs, local Chamber of Commerce and Kappa Alpha Theta Fraternity chapters and alumni. All are possible sources of people to help run events, mobilize groups and become passionate ambassadors of CASA at all levels.

[See more about working with Kappa Alpha Theta](#)

Benefits of Strong Partnerships

- Volunteer recruitment and support
- Matching employee contributions
- Grants for a program or campaign
- Event or fundraiser sponsorship
- In-kind donation of products or services
- Increased awareness
- Connections to the company’s network of employees, suppliers, distributors, and other contacts
- Expertise in marketing, strategy development, and other business experience
- Board member recruitment

Types of Partnerships

- **Corporate Gift:** a corporate or business gift is a donation made to CASA that is usually cash. Corporate gifts may also include budget-reducing services, advertising, property, products or equipment. Unrestricted funds give CASA the ability to apply funds or other gifts where they are most needed and restricted funds are locked into a specific program. Donor intent determines whether the funds are either restricted or unrestricted.
- **Matching Gifts:** a matching gift or donation is given to CASA by an individual, company partner or foundation under the provision that an original donor (e.g., another individual, company, employee, vendor partner or customer) first makes a gift to CASA.
- **Sponsorship:** a company that supports a priority CASA program, event, awareness or fundraising campaign in exchange for being recognized by CASA for its support and for the ability to promote its relationship to CASA internally and externally to consumers (usually because they are looking to borrow the affinity of the CASA name and brand in order to further marketing objectives.)
- **Awareness:** awareness occurs when a business donor provides a business asset that builds significant attention for CASA. This can be through providing advertising space on communication media such as television, print, websites or outdoor advertising such as billboards. This can also occur when an organization receives media attention because of targeted PR efforts to support CASA.
- **Employee Engagement:** allowing employees to connect to CASA through local volunteer opportunities and/or a formalized giving program like payroll deductions allows many employers to see positive engagement with their workforce while adding much-needed talent for local activities and funds to ensure CASA can continue its mission.
- **Budget Relief:** budget relief can be provided through significant in-kind donations that otherwise would have been a line-item expense. For example, if a supporter allows you to use either free of charge or discounted shipping accounts, media clipping services, technology, or they donate supplies for a program, this would be considered budget relieving.

- Grants: grants are funds disbursed to CASA by another organization through a formal application process that usually specifies how and when the funds should be used.
- Third-Party Fundraiser: a company, community group or individual that raises funds by collecting donations on CASA's behalf yet is not a Consumer Donation Program or Cause Related Marketing effort. For example, a third party fundraiser could be a local club that hosts a golf tournament and designates CASA as the fundraising beneficiary.
- Customer Donation Program (CDP): customer donation programs are an opportunity for business partners to raise funds by collecting donations from their customers. Asking customers to add a donation to their purchases in store or online are common methods for solicitation. CDP's differ from CRM's in that the consumer donation is not tied to sales of the company's product or service
- Cause Related Marketing (CRM): a company that promotes the sale of a product or service using the CASA name, logo and/or messaging, and a portion of the sales benefits CASA.
- Licensing: a company that produces a CASA branded, mission-related or affinity product for sale to consumers in retail stores, catalogs, or online, where a portion of the sale price or royalty is contributed to CASA. Licensing is a product-specific business relationship—not a marketing relationship—that uses the CASA name and logo to sell a product. National CASA Staff must approve any products for sale to the public that contain the official CASA logo.

Third Party Fundraisers—Overview and Sample Agreement

There are two kinds of third-party fundraisers:

1. A group or individual can host an event or sponsor an activity and make your program the beneficiary.
(Example: An organization hosts a golf tournament and gives your program a check for the net profits.)

2. Your program can “piggy back” on an existing event, adding a third-party fundraising element, and receive the income produced from that element.
(Example: A city has a walkathon and the sponsor offers participants the opportunity to get pledges for your program.)

We encourage you to ask all individuals and organizations to follow these guidelines when fundraising on behalf of CASA for children programs.

- We ask that you do not organize a third-party fundraiser that includes lotteries, gambling, fortune telling, and raffles/drawings without first understanding legal requirements in your state.
- CASA for Children does not insure any third-party event or fundraiser. Any third-party event that requires any type of license or proof of insurance should first be discussed with and approved by your executive director, board or legal counsel.
- Programs should not solicit money for a third-party event and have checks made payable to the third-party. Checks must be made payable to your program (and be added to the proceeds received after the event).
- The third-party event fundraising activity should be one that does not conflict with the cause, mission and values of CASA for Children.
- A third-party fundraiser should not conflict with an existing CASA for Children event.

Download a [Sample Third-Party Fundraising Agreement Form](#). It is not intended to take the place of professional legal advice.

Partnership Protocols—Guiding Principles

State and local CASA programs interested in entering private partnerships must adhere to the [National CASA Resource Development Protocols](#). As with all development outreach, member programs may only create promotions and solicit donations within their own geographic jurisdictions.

General Principles

- CASA for Children strongly adheres to the Better Business Bureau cause-marketing standards.
- With everything we explore, we must always protect our reputation and image.
- All cause-related marketing programs must be approved in advance and documented in a written understanding between the parties.
- CASA for Children and its supporters do not endorse any products, goods or services.

Better Business Bureau Standard 19

In order to ensure consumer confidence in our partnerships, CASA for Children follows the best practices set out by the Better Business Bureau. These standards stipulate that all advertisements, displays or other promotional materials related to the partnership include the following:

- The portion of the sale price that is being donated to the charity. For example, “50 cents will be contributed to CASA of XYZ County for every [item] sold” or “20% of your purchase will be donated to CASA of XYZ County.”
- The duration of the campaign. For example, “the month of October”, or “in 2015” or “spring 2015”.
- If there is a maximum guaranteed contribution. For example, “50 cents will be contributed to CASA for every [item] sold, up to a maximum of \$100,000.”

Thank you for following these standards.

Engaging Businesses – How to Create Authentic Sustainable Partnerships

Sustainable partnerships typically meet the following criteria

- Anchored in shared values
- Co-created with a theme to tie the organizations together
- Generate meaningful resources through company gifts, consumer fundraising, employee giving, in-kind donations and/(or?) technical expertise
- Actively communicated via a variety of channels
- Year-round and ongoing

Organizing For Success

What does it take to build values-based, authentic partnerships? The first step is understanding your own capacity to successfully manage business partnerships. Discuss the following questions with your staff and board.

- Where is your nonprofit in the lifecycle of a nonprofit?
- Do you have capacity at the leadership level? You need a qualified staff and an effective board.
- Are you registered as an IRS 501(c)(3) tax-exempt charity?
- Do you have a good reputation for service delivery?
- How do your programs compare with other nonprofits working in the same area?
- Can you demonstrate that your programs actually make a difference for those you serve?
- Do you have an efficient operation and good support systems? The question here is really about your ability to deliver on your promises.
- Do you know what you are willing to do or not do?
- Do you know who will manage and service business partners?

Prospecting

As you create your list of prospects, remember that a company's reputation may affect the reputation of CASA for Children. Use the following criteria to help avoid risk:

- **Compatible Industry/Mission Fit:** the company's products and services are compatible with the CASA mission and are not prohibited industries for conducting cause-related marketing or partnership promotions involving the public (avoid promotional partnerships with companies that create products that can harm children – e.g. firearms, tobacco).
- **High Quality Products and Services:** the company's products or services are high quality and not inferior in production quality or reputation. Avoid brands or companies that have a history or product recall and/or bad press related to their products' performance.
- **Highly Ethical and Reputable Company:** the company has a good reputation and has no known unethical, scandalous or bad business practices that could potentially be damaging to the CASA brand or reputation. Examples to avoid:
 - History of racial, gender, age or sexual orientation discrimination
 - CEO/management scandals
 - Sexual harassment scandals
 - Political or offensive messages
 - Companies that have been subject to actions by their State Attorney General in relation to unethical marketing or business practices

Prioritize Your Partnerships List

Is there low hanging fruit? Consider whether you have any contacts who fall under these categories:

- Current partners you can renew and increase engagement with
- Past partners
- Existing “non-partner” relationships
- Board & volunteer leadership connections

Create a list of criteria that you will use to determine if the partner is a good fit. Some suggested criteria:

- Shared audience
- Shared values
- Active around your issue
- Seeking volunteer opportunities
- Supporter of CASA programs in other communities (e.g. a division of a national company)
- In-kind potential or needed technical expertise
- History of social/cause investment

Creating Partnerships—The Discovery Stage

The first stage of partnership development is called discovery or exploration. While you may have a particular ‘ask’ in mind for the partner, a best practice is to co-create the partnership with your prospect. The best way to achieve a sustainable outcome is to invest time and effort during the discovery/exploration phase.

Good points to consider before your first meeting:

- Complete your research in advance
- Listen more than talk
- Have an agenda
- Ask smart questions that show you did research
- Have talking points in your back pocket
- Take the temperature
- Know your contact: what department are they from? What is their level of influence?

To have a successful outcome, you must connect the dots between the outcome you are hoping for and the programs they are seeking to fund. Identifying shared values, understanding their mission, and knowing where your objectives intersect is the first step in co-creating a partnership. Again, the proposal is what you can co-create with them – not what you want to sell them.

Work together to explore answers to the following:

- What is the opportunity? Short and/or Long-term? Are there ‘stages’ that can be co-created?
- What is the potential impact/outcome?
- What’s in it for the business? What benefits do they value most?
- How can they engage employees?
- Is there a way to leverage media resources?

Negotiating Terms of Partnerships

Remember - We Have Expectations Of Our Partners Too!

When negotiating the terms of a partnership, bear in mind the value of an association with CASA for Children as a national network and ensure it is reflected in the terms of the agreement and commitment—both financial and non-financial—made by the company.

- In addition, we request that our partners:
- Respect and protect the integrity of our brand
- Set realistic expectations and deadlines
- Share responsibility for the success of the relationship
- Provide your team with a talented, creative and experienced team to work with
- Do what it takes to meet the key objectives of the campaign
- Value CASA as a partner in achieving our shared mission
- Strive to build a relationship that exceeds mutual expectations
- Engage in ongoing, meaningful and honest dialogue

Caution!

Always be on the lookout for red flags and trust your instincts if they suggest caution. Avoid the following:

- **Product Endorsement:** CASA for Children does not engage in direct or implied endorsements.
- **Exclusivity:** National CASA may allow companywide or category exclusivity across the organization, but may not extend it to local or state programs without approval. It is in the best interest of CASA to “define” business categories in as narrow a manner as possible in order to maximize the spectrum of potential partners.
- **Pass-through/Assignment:** Partnership benefits/elements should not be passed-through, assigned or sold to other parties without approval and incremental support. Giving away sponsorship/partnership rights or benefits is known as a “pass-through” or “assignment” of rights and it is in the best interest of CASA for Children to limit sponsorship rights to those companies that entered into partnership.

- **Control:** CASA for Children must retain control and approval over partnership elements such as content, programming, branding, etc. All instances of the CASA brand being represented in sponsor/partner materials must meet CASA branding guidelines and need to be approved before the materials go to press. Please contact National CASA if you're unsure if any promotional materials fall outside the branding guidelines. In addition, all decisions regarding a sponsored event or educational materials with sponsorship attached must be decided upon by the CASA program in coordination with the sponsor.
- **Ownership:** CASA for Children must retain ownership of all CASA initiatives, program campaigns, content and materials.
- **Promotional Efforts:** Promotions will not be based on acquiring, using the names of, or soliciting CASA donors, vendors, partners or employees.
- **Fundraising Programs Requiring Intensive CASA Resources:** Many companies propose fundraising and/or partnership opportunities that promise a “huge” financial upside to CASA for Children. However, if the promotion would require CASA for Children to essentially conduct all promotional effort or commit major resources in order to actualize the fundraising potential, the relationship should not be approved. Examples could be: A company provides its product or service with the proceeds going to CASA for Children, but expects CASA for Children to conduct all sales. Or, the promotion requires substantial funds upfront with no guarantee of potential income.
- **Conflict of Interest:** If the principal person executing a sponsorship/partnership deal is affiliated with the prospective partner entity and therefore the principal could benefit—or be perceived as benefiting—personally from the deal, the partnership is not appropriate.

The Devil Is in the Details—Agreements, Fees, Commitments

Do not overlook these important must-haves when cementing a partnership.

- **Written Agreement:** It is highly recommended that you secure a written agreement with your partners in order to specifically define the parameters of the relationship, define expectations and the roles/responsibilities of both parties.
- If a corporate partner/cause-related marketing/sponsorship relationship involves any form of consumer fundraising elements, the relationship and accompanying materials must comply with state fundraising laws and must be addressed in written agreement.
- **Minimum Commitment:** If a company is partnering with CASA for Children (nationally or locally) on a cause-related marketing campaign, it should commit to a minimum commitment of funds that are to be generated through the consumer promotion. Should the minimum not be met through consumer participation in the promotion, the company must agree to supplement the difference in order to meet the minimum. The minimum commitment criteria are based on the type of partnership, the DMA (i.e. market size) or multi-market promotional strategy as well as promotional timeframes.

- **Administrative Fees:** While there is a “cost to doing business” that is incurred with any organization’s corporate marketing partnership program, CASA for Children can reserve the right to charge an administrative fee for the promotion to cover direct and indirect costs and to ensure that CASA resources are not overly taxed in the administration of the program.
- **Geographic Limitations:** To maximize effectiveness in fundraising and local brand equity and to ensure that all program offices have equal fundraising and marketing opportunities, CASA programs may only create promotions and solicit donations within their own geographic jurisdictions unless a collaborative strategy has been created by all parties has been approved by National CASA. Programs may not promise that their business marketing partners or any donors will receive promotion or recognition beyond their borders and reach.

Special Note: *Geographic limitations do not necessarily mean missed opportunity. Interested in growing your revenue potential by referring a state or local partnership that meets the criteria for national partner consideration? Please contact your regional program officer.*

Finally – a reminder that stewardship is cheaper than selling new prospects.

Tips for investing in stewardship and cultivation:

- Keep your best partners close
- Employ regular communications and thanks
- Report back on the impact/outcome
- Find funding strategies and non-cash support that helps maximize the partner's resources

Questions? Contact National CASA development staff.

Kappa Alpha Theta and CASA: A 25-Year Partnership

For nearly 25 years, Kappa Alpha Theta has supported CASA's mission to stand up for abused and neglected children. Last year, through campus and community events like "Kicks for CASA" or "Rock the CASA," Kappa Alpha Theta's college chapters alone raised more than \$700,000 to support CASA.

In addition to financial support, members of Theta chapters volunteer at events for their local CASA program, provide office support as volunteers at local program offices and intern at local CASA programs.

Tips for contacting chapters

Kappa Alpha Theta college chapter officers change every year, which can be frustrating for CASA programs. Although the point of contact may change, you can visit the Kappa Alpha Theta Fraternity website to find a Theta chapter in your area and get the appropriate contact information. Most chapters have websites, and many have officer contact information listed. Try getting in touch with the chief marketing officer or the service and philanthropy director. College chapters that have a successful partnership with a local CASA program often proactively contact their CASA partner to let them know of changes in contact information.



[Read more about the CASA/Theta partnership.](#)

If you have difficulty getting in touch with your local Theta chapter, email CASAquestions@kappaalphatheta.org.

Working with Individual Donors

Having powerful messages, great written materials and successful fundraising events are all important. But the most successful fundraising comes from developing personal relationships with your donors. Here are some tips for nurturing and maintaining long-term donor relationships.

- Thank them. It sounds simple, but it's often overlooked. Every gift you receive should be acknowledged with a written thank-you within 48 hours. And don't be afraid of being effusive. Tell donors how deeply grateful you are, what you will do with their money and how critical gifts like theirs are to your mission.
- Thank them again. Don't just thank donors immediately after a gift. Send a letter or postcard a few months later expressing your appreciation again – and don't ask them for another gift. When you do send them another appeal, thank them again.
- Thank them personally. Immediately after a fundraising event, or once a year regularly, have board members and volunteers call to thank major donors – those who donate over a certain amount, say \$500 for small programs or \$1,000 for larger ones.
- Engage them. Invite donors to appreciation events, even something simple like afternoon tea or wine and cheese at your office. Give them short-term opportunities to volunteer.
- Communicate regularly. Let donors know how successful you are in helping children and that it's all thanks to their generosity. Tell them stories about kids who've found forever families and about inspiring CASA volunteers.
- Diversify your communications. Email is cheap and easy, but if you rely solely on email to communicate with donors, you're missing most of them. Even the most successful nonprofits can boast an under-50 percent open rate for donor emails. Hard-copy newsletters and annual reports, even if you can afford to send them only to your major donors, still make an impact.
- Develop a strategic major gifts program. To secure the largest possible gifts, many organizations have a "major gifts officer" whose job is to develop one-to-one relationships with donors. Their work includes doing research to learn about donors' capacity for and history of charitable giving; getting to know donors in order to match their interests with your program's needs; and developing a strategy of when to ask, how much to ask for and when to go back.
- Don't entrust your best donors to third-party fundraisers. Yes, there are times when letting others do the work is efficient, but third parties cannot build relationships. Even if you're a one-person shop, reserve your major donors for personal relationship-building.

Template Fundraising Appeals

Use these templates--formatted in both Word and InDesign--in your direct mail appeals.

You can change the photos and insert your own text or download text here:

- Download sample appeal text for use in April
- Download sample appeal text for use during year-end campaign

December 13, 2013

Bridgette Margaret Cole-Donovan
68235 Halliday Court Drive
Apt. 508
Seattle, WA 98118

**Everyone else doubted me.
My CASA volunteer never did.**

Dear Bridgette,

When I entered the foster care system, everyone expected me to fail. They figured I'd wind up behind bars just like my mom. They said the only way a 14-year-old foster kid could do right by her baby girl was to give her away, let her get a fresh start in life. They assumed I couldn't give my daughter the love and support I never had growing up.

You can stand strong for abused and neglected kids today by making a year-end contribution to the National CASA Association.

Sometimes I wonder how I would've beaten the odds if it hadn't been for Maura. My mom cooked meth. My dad wasn't around. Everyone seemed to think I wouldn't amount to much more than either of them, but Maura saw something in me.

Then I met Maura, my CASA volunteer. She believed in me like no one ever had before. For the first time in my life, someone made me feel hopeful about my future.

The National CASA Association makes that kind of hope possible every day by recruiting, training and supporting 77,000 court-appointed special advocates like Maura who stand strong for more than 234,000 children in foster care nationwide.

When I cradled Amber in my arms, kiss her head to toe, sing sweet lullabies as I rocked her to sleep, Maura called me a natural.

One time, a judge questioned whether I had what it took to care for my baby. She asked me to show her everything I had stuffed in my diaper bag. Maura was everything I had stuffed in my diaper bag. Maura was everything I had stuffed in my diaper bag. Maura was everything I had stuffed in my diaper bag.

Today, 62% of children in need do not have a CASA volunteer. We can reach them with your help. CASA for Children is one place where a single volunteer can make a difference.

100 West Harrison Street, North Tower, Suite 500, Seattle, Washington 98119
(800) 623-2232 | donate@casaofchildren.org | casaofchildren.org

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December 13, 2013

Bridgette Margaret Cole-Donovan
68235 Halliday Court Drive
Apt. 508
Seattle, WA 98118

Children with CASA volunteers spend less time in foster care, experience fewer out-of-home placements and do significantly better in school.

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[Download instructions for using direct mail templates](#) [Download zip file of templates \(86 MB\)](#)

Questions? Email National CASA Marketing Department.



Holding a Successful Event

Making Friends and Raising Funds Through Special Events

A breakfast, luncheon, auction or gala has the potential to raise thousands of dollars – and to “friend-raise” many new donors and supporters. But embarking on a major fundraising event to support your program takes careful planning and significant staff and volunteer resources. Although this is certainly not an exhaustive list, in this section you’ll find resources to help ensure that your event is successful.

- [Getting Started: What type of event is for you?](#)
- [9 Tips for Holding a Successful Event](#)
- [Specific Event Tools](#), including logos specially designed for Superhero Runs
- [Shared examples of event planning documents](#)

Getting Started—What Type of Event is for You?

The first step to success is choosing the right type of event to have. Here are some pros and cons:

Event	Pros	Cons	Do this if...
Breakfast	Hotel/food and beverage typically cost less than evening events	More difficult for parents of school-age children to attend	The majority of your donors are business people who work near the breakfast venue
	Limited time for socializing leaves more time to focus on your program and its impact	The alarm clock goes off extra early for events that begin at 7:30 a.m., making it harder to invite guests	You are confident that you can attract enough guests and sponsorships to offset hotel/venue fees
Luncheon	Relatively small time commitment and cost, so attractive to new donors	In major cities, hotels and convention centers often have scarce inventories for available dates	You are confident that you can attract enough guests and sponsorships to offset hotel/venue fees
	Same pros as the breakfast	In major cities, hotels and convention centers often have scarce inventories for available dates	
Evening Gala	Subconsciously more prestigious than break-fasts among some donors	Guests who get busy at work may renege on attendance	This is not your first attempt at a fundraising event
	Great for a wealthier base of donors who are used to fancy-dress events	Highest cost for food and venue	
Auction	Potentially can raise more money, but balance that against increased time commitment and costs to measure ROI	Could turn off more grassroots donors	You have another event where you can better highlight your benefits and impact
	Same pros as evening gala	Least opportunity to showcase your impact (people who have had cocktails and wine aren't receptive to hearing speeches from CASAs, your ED, former CASA kids, etc.) Highest cost for food, venue, auctioneer, payment software	You and your board and volunteers are experienced fundraisers
Auction	Great opportunity to involve a lot of volunteers (you'll need them)	Same cons as the evening gala	Your board and volunteers have deep connections with businesses that can donate auction items
	Another opportunity to educate new donors with strategically placed signage and AV production	The most labor intensive event for staff and volunteers	Same as evening gala above
	Opportunity for donors to connect with one another during an exciting evening. People like to see and be seen.	Some guests only attend looking for silent auction "deals"	

9 Tips for Holding a Successful Event

- Assign staff and volunteers to manage specific elements of the event – promotion, sponsorships, venue, food, program, auction item procurement, etc.
- Do detailed task calendars for each element.
- Begin early seeking corporate sponsors. Many businesses commit their charitable giving budgets early in the year. Promote sponsorships not just as a way a business can do good for foster kids, but also emphasize the recognition benefits the sponsor will receive at different levels of investment.
- Promote your event to the community as well as to your existing supporters:
 - Send out press releases and calendar notices
 - Develop mailing lists of all city and county elected officials
 - Put up posters around town if you live in a smaller community
 - Highlight the event on your website’s home page
 - Set up a special event page on your website with event details and online registration
- Develop a system of table captains. The quickest way to fill a room is to have your loyal supporters do it for you. Table captains invite nine of their friends, relatives and coworkers to join them at your event. Your board members should be expected to be table captains; also employ them to ask your most loyal donors to captain tables.
- Set a minimum expected donation for breakfasts and luncheons, and be sure to include it in every communication and promotion. These events typically do not have a “ticket price.” Instead, an impassioned “ask” is made at the event for donations.
- Carefully plan and time the program. Breakfasts and luncheons should not last for more than an hour and 15 minutes (and one hour is best). Always include remarks from a CASA volunteer or a former CASA child who can tell a compelling real-life story about your program’s impact.
- In addition to revenue from tickets and auction items at an auction, plan for a “raise the paddle” at varying amounts to support specific elements of your program (e.g., “Raise your paddles to donate \$500 and support training for six CASA volunteers for a year.”)
- Consider hiring an event planner to give you great ideas and manage details. It often pays to work with a professional, especially if you’re planning your very first fundraising event.

Get more tips from the [Event Planners Association](#) and the [International Special Events Society](#).

Specific Event Tools

Superhero Runs:

Many CASA and GAL programs have embraced superhero runs as a popular awareness-raising/fund-raising event. To promote consistency, we encourage programs to use the following tagline, currently in wide use across the network:

Every child needs a hero, but abused children need superheroes

A package of professionally designed superhero-themed logos is available for your use.

[Download superhero logos](#)

Rural Fundraising Guide:

Download [Rural Fundraising: Success Stories for CASA/GAL Programs](#)

- This guide contains ideas for many different special events, including:
 - Dances
 - Auctions
 - Rummage Sale, and more
- Includes examples and advice from actual CASA programs which carried out these events successfully.



*Every child needs a hero but
abused children need superheroes.*



superheroes
FOR THE CHILD

Event-Planning Documents

- [Event Public Relations Plan \(Nashville CASA\)](#)
- [Event Planning Timeline \(Nashville CASA\)](#)
- [Event Planning and Evaluation Worksheet \(University of Minnesota\)](#)
- [Auction Event Timeline and Job Description \(CASA of Santa Cruz\)](#)
- [Sample Third-Party Campaign Proposal and Agreement](#)

Do you have examples of event-planning materials to share with your colleagues?

Email the [National CASA Marketing Department](#)