



I

am for the child™

FUNDRAISING TOOLKIT FOR LOCAL  
BUSINESSES AND COMMUNITY  
SERVICE ORGANIZATIONS



Lift up a child's voice.  
A child's life.™

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# 1. Introduction

# About this toolkit

Welcome to CASA's *I am for the child*<sup>™</sup> toolkit for state and local CASA programs to activate companies, business consumers and employees in your communities. This kit can also be adapted to engage service organizations and their membership bases.

This guide will introduce you to elements of the *I am for the child* platform and highlight the tools and templates you can use to raise awareness and resources towards our vision of ensuring that every abused and neglected child in the foster care and child welfare system has access to a CASA or guardian ad litem (GAL) volunteer.

## Target Audience Definitions

**Regional and Local Businesses:** Companies whose values align with CASA—both philosophically and through their business practices. They support not just specific programs financially, but the entire CASA mission. Local business partners 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 have the people resources to run events, mobilize groups and become passionate ambassadors of CASA at all levels.

## Contact Information

For further information about *I am for the child* and assistance in utilizing the materials in this toolkit, please contact:

Kris Gonzales

**National CASA Association**

(206) 270.0072 ext. 265

[krisg@CASAforChildren.org](mailto:krisg@CASAforChildren.org)

Or email [campaign@CASAforChildren.org](mailto:campaign@CASAforChildren.org)

# A message from National CASA

Dear Colleagues and Supporters:

The *I am for the child*<sup>™</sup> campaign represents a new era for CASA. The campaign is born from our collective ambition to grow our organization's capacity and raise at least \$40 million annually in new resources so that every abused and neglected child can thrive in the safe embrace of a loving home.

We are not investing in this commitment to children because it is good for us, but rather because it is a moral imperative. We are the only organization in the country that can provide our most vulnerable children what they need at the most consequential time in their lives—a volunteer who will fight for and help assure their safe passage through childhood into adulthood.

Our goal is bold and aggressive. It will require new ways of working together to raise resources to support children in need. We are excited to have you partner with us in this historic moment in the lives of children.

This guide has been designed to provide awareness and fundraising tools and templates to help your program implement *I am for the child* engagement with consumers, businesses and their employees as well as service organizations in your local community. I encourage you to use these tools.

Please know National CASA welcomes your feedback and we hope that you will share your successes. There is much we can learn from each other as we begin this ambitious and important journey towards raising the resources required to serve every child.

*I am for the child!*

Sincerely,

Michael S. Piraino  
Chief Executive Officer  
National CASA - CASA for Children

## 2. Overview

# About CASA

## Child Abuse and Neglect

Abused and neglected children need more than the foster care and child welfare system can provide.

A six-year-old girl rescued from an abusive father only to be bounced around to eight foster homes and six different schools over the course of two years. Four children separated from one another and placed in different locations after their mother abandoned them. A young boy prescribed 12 different psychotropic medicines by healthcare professionals who have limited access to his medical records or ability to follow-up on his care. A teenage girl kicked out of her foster home, and forced to sleep on a cot in the hallway of a group home until she turned 18—when all her possessions were handed to her in a garbage bag as she was officially “aged out” of the system.

These are not isolated stories. They are everyday realities of children in the foster care and child welfare system. A system full of devoted and deeply caring people that is simply too overburdened and under resourced to protect the rights and needs of vulnerable children.

## The Solution

Trained Community Volunteers. Court Appointed Special Advocates (CASA) for Children recruits, trains and supports citizen-volunteers who advocate for abused and neglected children in the community and in the courtroom. A CASA volunteer is directly empowered by the courts to provide one-to-one advocacy for abused and neglected children.

This unique blend of private support, public need and the kind of people power that comes from 77,000 volunteers leverages each dollar of investment to achieve unprecedented results. In fact, several studies, including a report by the U.S. Department of Justice, have validated the work of CASA volunteers.

## The Children CASA Volunteers Help

Judges appoint CASA volunteers to represent the best interests of children who have been removed from their homes due to allegations of abuse or neglect. In 2010, approximately 660,000 children experienced foster care in America. Because there are not enough CASA volunteers to represent all of the children in care, judges typically assign CASA volunteers to their most difficult cases.



# About *I am for the child*™

CASA's vision is to provide every abused and neglected child with a CASA volunteer by 2020.

To realize this bold vision, CASA launched *I am for the child*™—the most imaginative, sophisticated and scalable campaign CASA for Children has ever developed. Through this platform, we will grow our capacity to raise \$40 million annually in pass-through funding to ensure every child in America has a specially trained volunteer protecting his or her rights and needs in the foster care and child welfare system.

Far beyond a typical marketing campaign, *I am for the child* aims to engage new and existing constituencies both in an ongoing conversation as well as in providing ongoing financial support.

## Goal

Grow our capacity to raise \$40 million annually in pass-through funding by 2020.

## Call-to-Action

Through the *I am for the child* individuals are empowered to take action for the CASA cause locally in three ways:

- **Donate** to help your CASA or GAL program provide a trained community volunteer to every child who needs one
- Learn more about how to become a **CASA volunteer**
- **Join** the movement. Sign up (with your name and e-mail) to stay informed and be part of a national movement for abused and neglected children

## National Timeline

The *I am for the child* national website and social media platform launched in April 2012 with national celebrity spokespersons Dr. Phil and Robin McGraw.

A full campaign timeline with additional online and offline opportunities will be added as funding becomes available.

## How local CASA programs can rally support

Our success in growing capacity to generate \$40 million annually and ensure every child has access to a CASA or GAL volunteer will require that we have committed corporate partners at the national level. It also requires support of local programs working with local businesses and their employees and consumers in communities across America to generate resources and help amplify our message through their media and advertising. National or local, each partner will be an important ally in helping us serve every child.

This kit features tools that will help your program and its partners with the activation of *I am for the child* through the following audiences:

### Employee or Membership Engagement

- Announce support to employees or service members, encouraging their donation and participation
- Provide Facebook postings and badge for employees/members to post on their profile pages
- Place campaign content on Intranet and in employee or service member newsletters to raise awareness and encourage donation and volunteer participation
- Develop an employee or member contest to encourage participation in the campaign
- Hang posters or other collateral in places employees or members gather (cafeteria, break rooms, club halls)
- Coordinate information and education session (brown bags) at partner offices or member meetings

### Consumer Engagement

- Run a paper icon donation program at retail locations where applicable
- Offer a “Round up your bill at checkout” promotion (either on-line or in-store) that will benefit the campaign
- Suggest a specialty item “for the child” with proceeds benefiting the campaign
- Post partners’ support of the campaign on their websites, linking to a dedicated campaign landing page on your website
- Conduct Facebook or Twitter promotion of the campaign, encouraging visits to the dedicated campaign page noted above or to your website
- Develop a matching gift promotion where the partner matches each consumer gift dollar for dollar, doubling impact

Additionally, you can find template tools to support promotion of *I am for the child*™ at local events at the end of this toolkit.

# 3. Brand Standards

# About brand standards

This section of the toolkit will provide you with the core brand (message and design) standards for *I am for the child*. These standards are intended to ensure a strong, consistent visual identity for the campaign nationwide.

Should you wish to create materials for tactics not included as templates in this toolkit, these core brand standards should be adhered to. The intention is not to stifle creativity, but rather provide the building blocks and a direction for the campaign and its materials for the public to recognize as uniquely *CASA/I am for the child*. Art files such as logos and images can be located at: **CASAforChildren.org/campaign**. National CASA requests that all materials created be shared with our office so we can in turn share with other local programs' efforts.

If you have a question about these standards please contact us.

Kris Gonzales  
National CASA Association  
(206) 270.0072 ext. 265  
[krisg@CASAforChildren.org](mailto:krisg@CASAforChildren.org)

-OR-

Theresa Carleton  
National CASA Association  
(206) 270.0072 ext. 253  
[theresac@CASAforChildren.org](mailto:theresac@CASAforChildren.org)

## Approved/Required Platform Language:

Please include the following language on any public-facing *I am for the child*<sup>™</sup> donation materials created.

*The CASA for Children name and emblem and the trademark I am for the child<sup>™</sup> are all used with its permission, which in no way constitutes an endorsement, express or implied, of any product, service, company, opinion or political position. The CASA for Children logo and I am for the child<sup>™</sup> logo are registered trademarks owned by the National CASA Association.*

## Optional language:

*CASA for Children is a nonprofit, tax-exempt charitable organization under Section 501(c)(3) of the Internal Revenue Code. Donations are tax-deductible as allowed by law.*

# Key messages

## Issue:

Each year, approximately 660,000 children experience foster care in America through no fault of their own. They are often separated from their siblings and caught up in a confusing and complicated system of social workers, foster homes, courts, service agencies and state child welfare departments. And, sadly, most of them must do the best they can to navigate this complex world without a dependable, consistent adult presence to help.

## CASA's Role:

CASA programs help these children by recruiting and training volunteers to watch over and advocate for abused and neglected children in courtrooms and in communities. They make sure children don't get lost in the overburdened legal and social service system or languish in inappropriate group or foster homes.

CASA volunteers stay with each case until it is closed and the child is placed in a safe, permanent home. Often this means reunifying with birth parents once their safety is assured. For many abused and neglected children, their CASA volunteer will be the one constant adult presence in their lives. However, since the demand is so great, CASA volunteers are only assigned to the most difficult cases, leaving the needs of tens of thousands unmet.

## How to Help:

You can help by supporting CASA's efforts to recruit and train volunteers. Lift up the voice to child in need. Be for the child. Donate today, become a volunteer or spread the word.

## Impact:

Nationally, [OR INSERT LOCAL IMPACT HERE] on average, it costs CASA \$1,040 to recruit and train each volunteer. Approximately \$85 per month. However, since the average length of service of each CASA volunteer is almost three years, the cost of that training spread over those three years is less than \$30/month.

Recent dips in the economy and cuts in its funding have stifled CASA's ability to meet the demand. With your help, CASA can reach their goal of providing a volunteer advocate for every child in the foster care system. Last year, CASA volunteers served 234,000 children in the United States. This leaves over 400,000 children who need someone to advocate on their behalf. With your help, CASA can reach the goal of serving every child in the foster care system. Because even one child whose voice isn't heard is one too many.

## Action:

Every child deserves a safe, permanent home. Lift up a child's voice. A child's life.™  
Visit [IamForTheChild.org](http://IamForTheChild.org) today [OR INSERT LOCAL PROGRAM URL]

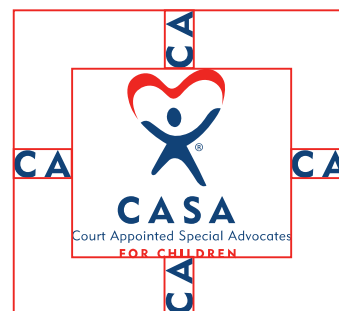
# The logo requirements

**The CASA/GAL program must adhere to the graphic standards and requirements of the National CASA Association for all trademarked word marks, slogans, logos and graphic elements.**

- The CASA logos may be used only in connection with programs, promotional materials and projects directly related to the goals and purposes of the National CASA Association.
- Only National CASA has ownership rights of the CASA logos, and the permission granted to National CASA partners does not grant any ownership interest in said marks and may be withdrawn at National CASA's sole discretion at any time.
- The CASA logos should be printed in:
  - PMS #295U blue and PMS #485U red
  - White and PMS #485U red (on a dark background)
  - Four-color process:
    - blue = c100 m57 y0 k40; red = c0 m95 y100 k0
  - Black and grey (black screened back 60%)
  - All black
  - Web: blue = 000066; red = CC0000
- The CASA logos should always be printed on a white or light-colored background that provides sufficient contrast.
- CASA logos may be printed in white reverse when the logos are positioned against a dark background.
- CASA logos are available in horizontal and vertical treatments, which may be selected based on production needs.
- The CASA registered icon and descriptor must always be linked.
- The CASA logos cannot be redrawn or modified in any.



The CASA logo contains two basic elements: the registered icon and a program descriptor.



The clear space around the logo should be equal to the space that the C and the A occupy in the word CASA. Do not place anything closer than this distance to the logo.

# The logo requirements

## CASA logo restrictions

- The CASA logo is not used on commercially developed or CASA-member developed products for sale to the public except as authorized by the National CASA Association.
- Customized state and local program versions are also available from National CASA upon request (free of charge to member programs).

You can request a custom logo set for your program by completing the request form in the state and local area of [CASAforChildren.org](https://www.casaforchildren.org).



## Member Logo



The CASA Member Logo is for use exclusively by current National CASA member programs. The logo may be used to publicize a program's membership in National CASA and highlight its commitment to quality advocacy for abused and neglected children.

## Members agree to the following terms and conditions for use of the CASA Member Logo:

- The member logo may not be used by non-members, including former members whose membership has lapsed due to nonpayment of dues.
- The member logo may be used to identify your program as a National CASA member. It may be used on websites, signage, reports, brochures and other publicity or display materials.
- The member logo may link only to the National CASA home page (CASAforChildren.org). You may not use it to link to pages on your website or any other website.
- All requirements for the CASA logo regarding proportion, color, element, type, etc. also apply to the member logo.
- The member logo may not be used in connection with any disparaging statements about National CASA or its products or statements that otherwise reflect poorly on National CASA or member programs.
- The member logo may not be used on any website that is in violation of any applicable laws or governmental regulations.
- National CASA reserves the right to disallow any use of the logo.
- Any unauthorized use of the member logo may result in legal action.

# The logo requirements

## Promotional Logos



The promotional logos are formatted for sales items only. The only appropriate use for these logos is for promotional products where the impression area is so small that the tagline would be unreadable (as in embroidered items or ballpoint pens).

For help to determine whether your proposed usage is appropriate for these logos, please consult National CASA.

## Expired Logos



Permission for the use of the logos above has expired. Please do not use these logos.

## Logo as Design Element



The icon of the CASA logo can be used as a design element but only in certain instances. The half icon must always come from the left side of the page. It can be reversed out or in solid blue. The heart portion should always remain in red.

The icon can either be used alone, or with the phrase *I am for the child*<sup>™</sup>. No other headline or phrase may be used within the half-logo design element, and it must appear on one line of copy.



# The icon & tagline

“Lift up a child’s voice. A child’s life.™” is a trademarked tagline. It should appear, with an appropriate “TM” mark, on all materials produced by National CASA and its member organizations. The tagline should not be altered in any way. It can appear either on its own or as part of the approved order of logo and tagline, shown below. The icon should also not be altered in any way.

National CASA holds the trademarks for *I am for the child™* and “Lift up a child’s voice. A child’s life.™”



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



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



A sample of how the tagline can be arranged with a call-to-action line.

# The fonts

## Brand Fonts

The fonts used in the National CASA logos are from the Geometric 415 family.

You can purchase the Geometric 415 font set from Bitstream fonts at [paratype.com/btstore/fonts/Geometric-415.htm](http://paratype.com/btstore/fonts/Geometric-415.htm)

**Geometric 415 Blk BT:**  
**abcdefghijklmnopqrstu**  
**vwxyz**  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**

**Geometric 415 Md BT:**  
**abcdefghijklmnopqrstuv**  
**wxyz**  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**

**Geometric 415 Lt BT:**  
**abcdefghijklmnopqrstu**  
**vwxyz**  
**ABCDEFGHIJKLMNOP**  
**QRSTUVWXYZ**

## Campaign Fonts

The *I am for the child*<sup>™</sup> campaign fonts, while in the same family as the CASA brand fonts, are slightly different. This will help the campaign stand out as something new, yet within the context of the CASA brand. There are two primary font families used in the *I am for the child*<sup>™</sup> campaign: Proxima Nova and Georgia. For campaign unity, these fonts should be used in all *I am for the child*<sup>™</sup> materials, whether designed in-house or by a freelance designer. When designing for web applications substitute Arial Bold for Proxima Nova Condensed Bold and substitute Times New Roman for Georgia.

*Proxima Nova Condensed Bold should be used for headlines. The lighter types faces can be used for body copy and subheads.*

**Proxima Nova Condensed Regular**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu**  
**vwxyz**

*Proxima Nova Condensed Regular Italic*  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu**  
**vwxyz**

**Proxima Nova Condensed Semibold**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu**  
**vwxyz**

*Proxima Nova Condensed Semibold Italic*  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu**  
**vwxyz**

**Proxima Nova Condensed Bold**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu**  
**vwxyz**

*Proxima Nova Condensed Bold Italic*  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu**  
**vwxyz**

*Georgia Bold is used as an accent font in headlines. (See Print Examples section.) Georgia Regular and Italic also can be used for body copy.*

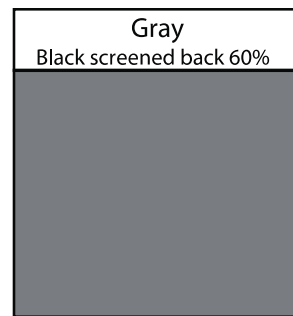
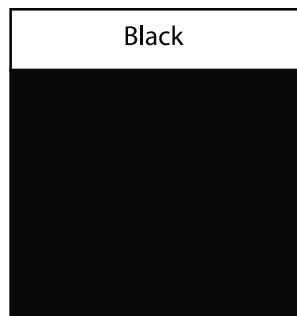
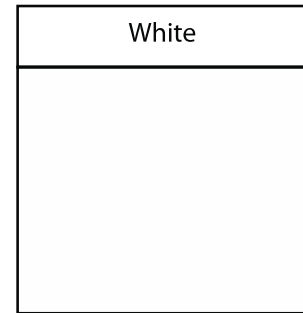
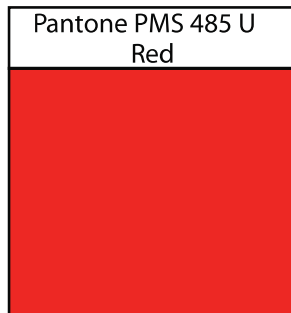
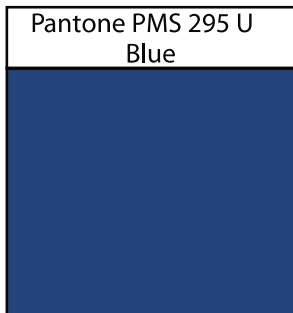
**Georgia Regular**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu**  
**vwxyz**

*Georgia Italic*  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu**  
**vwxyz**

**Georgia Bold**  
**ABCDEFGHIJKLM-**  
**NOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu-**  
**vwxyz**

# The color palette

Color is one of the most important components in brand identity. Color is the first element of a brand to make an impression. Consistent use of CASA brand colors will not only aid in making a more favorable impression, it also will aid greatly in brand recognition and brand recall. The *I am for the child*™ campaign utilizes CASA brand colors (and textures), which are featured below.



The blue marbled texture is an optional element that can be used as an accent in all designs, whether they are printed or digital-based mediums. Whether it is used as a background texture or just an accent element, it should not appear any darker than the swatch at left. (See "Print Examples" section.)

# 4. FOR PARTNERS

## 4a. Tools for Consumers

# Tools for consumers

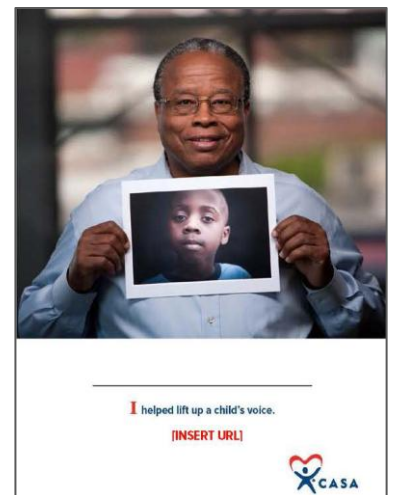
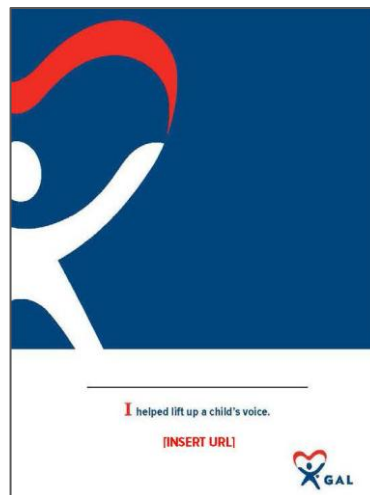
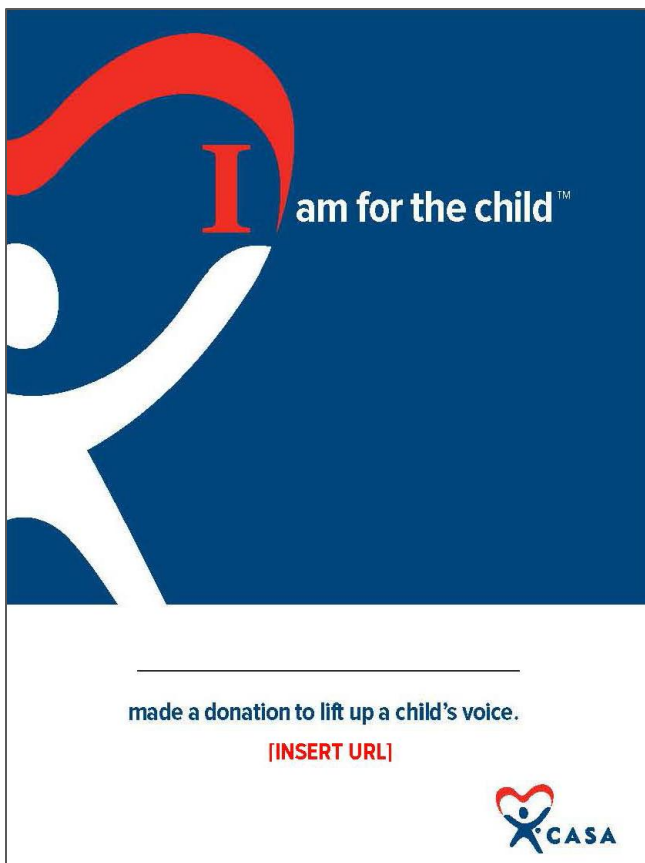
All creative tools that require customization are provided in Word Templates. This allows ease in editing in-house and the option of print on-demand or through a local print provider. Instructions on use and to download files can be found in the State and Local Program area of [CASAforChildren.org](http://CASAforChildren.org).

In this section of the toolkit, you can find useful templates applicable to consumers.

## Paper Icon

This tool can be used to generate donations from consumers.

On this tool you may localize the URL



# Tools for consumers

## Poster

This tool can be used to raise consumer awareness about the campaign and how they can show their support. This tool is available in CASA or GAL. The URL and the partner name can be localized and partner logo inserted.



**Every child deserves a safe home.  
I am for the child™ who still needs one.**

This year, more than 400,000 foster children in America will need a volunteer advocate. Join [our company] to help lift up the voice of every abused and neglected child.

Lift up a child's voice. A child's life.™  
**Get involved:**  
[casaforchildren.org/liftup](https://casaforchildren.org/liftup)

place  
Partner  
Logo



**CASA**  
Court Appointed Special Advocates  
FOR CHILDREN



**Every child deserves a safe home.  
I am for the child™ who still needs one.**

This year, more than 400,000 foster children in America will need a volunteer advocate. Join [our company] to help lift up the voice of every abused and neglected child.

Lift up a child's voice. A child's life.™  
**Get involved:**  
[casaforchildren.org/liftup](https://casaforchildren.org/liftup)

place  
Partner  
Logo



**GAL**  
State Appointed Guardian Ad Litem  
FOR CHILDREN



**Every child deserves a safe home.  
I am for the child™ who still needs one.**

This year, more than 400,000 foster children in America will need a volunteer advocate. Join [our company] to help lift up the voice of every abused and neglected child.

Lift up a child's voice. A child's life.™  
**Get involved:**  
[casaforchildren.org/liftup](https://casaforchildren.org/liftup)

place  
Partner  
Logo



**CASA**  
Court Appointed Special Advocates  
FOR CHILDREN

# Tools for consumers

## Display/Counter/Register Card

This tool can be used to raise consumer awareness about the campaign and how to show their support. Available in CASA or GAL. You can localize the URL as well as insert the partner's name and logo.



**I am for the child™**

Join [PARTNER NAME] and [PROGRAM NAME] to help lift up the voice of every abused and neglected child.

**Lift up a child's voice. A child's life.™**  
**Make a donation here today.**

Learn more:  
[casaforchildren.org/liftup](https://casaforchildren.org/liftup)

Partner  
logo



**I am for the child™**

Join [PARTNER NAME] and [PROGRAM NAME] to help lift up the voice of every abused and neglected child.

**Lift up a child's voice. A child's life.™**  
**Make a donation here today.**

Learn more:  
[casaforchildren.org/liftup](https://casaforchildren.org/liftup)

Partner  
logo



A member of the National CASA Association



# Tools for consumers

## Tent Card

This tool can be used to raise consumer awareness about the campaign and how to show their support. Available in CASA or GAL. You can localize the URL as well as insert the partner's name and logo.



# Tools for consumers

## Web Buttons

This tool can be used to raise consumer awareness about the campaign and how they can learn more or donate to show their support. Each web button should link to your dedicated partner's promotion page or local program website.



Every child deserves a safe, permanent home.  
**I am for the child™** [Donate Today](#)



CASA  
Court Appointed Special Advocates  
FOR CHILDREN



**Lift up**  
the voice of a child. [Learn More](#)



GAL  
Guardian of Lives  
FOR CHILDREN



**I am for the child™**  
who has been abused and neglected. [Learn More](#)



CASA  
Court Appointed Special Advocates  
FOR CHILDREN



**I am for the child™**  
who has been abused  
and neglected.  
[Learn More](#)



CASA  
Court Appointed Special Advocates  
FOR CHILDREN



**I am for the child™**  
who has been abused  
and neglected.  
[Donate Today](#)



GAL  
Guardian of Lives  
FOR CHILDREN



Every child deserves a  
safe, permanent home.  
**I am for the child™**  
[Donate Today](#)



CASA  
Court Appointed Special Advocates  
FOR CHILDREN



**Lift up**  
the voice of a child.  
[Donate Today](#)



GAL  
Guardian of Lives  
FOR CHILDREN

# Tools for consumers

## Facebook Badge

This tool can be posted to a Facebook profile page to demonstrate support of *I am for the child*<sup>™</sup>.



## Facebook Messages

LOCAL OPTION EXAMPLE:

***I am for the child*<sup>™</sup>**. This year, more than [INSERT NUMBER] foster care children in [STATE] have no one consistent adult fighting for their rights. Join [LOCAL PROGRAM] CASA in helping lift up the voices of children in need. **Add your voice today.**

***I am for the child*<sup>™</sup>**. This year, more than 400,000 foster care children in America have no one speaking just for them. Join [INSERT COMPANY NAME] in helping CASA for Children lift up the voices of abused and neglected children in need. **Add your voice today.**

***I am for the child*<sup>™</sup>**. This year, more than 400,000 foster care children have no one speaking just for them. Join CASA for Children in helping lift up the voices of abused and neglected children in need. **Add your voice today.**

***I am for the child*<sup>™</sup>**. This year, more than 400,000 children in America may have no home to call their own. Join [COMPANY NAME] in helping CASA for Children lift up the voices of abused and neglected children in need. **Add your voice today.**

***I am for the child*<sup>™</sup>**. This year, more than 400,000 children in America may have no home to call their own. Join CASA for Children in helping lift up the voices of abused and neglected children in need. **Add your voice today.**

***I am for the child*<sup>™</sup>**. This year, more than 400,000 foster care children in America have no one consistent adult fighting for their rights. Join COMPANY NAME in helping CASA for Children lift up the voices of children in need. **Add your voice today.**

***I am for the child*<sup>™</sup>**. This year, more than 400,000 foster care children in America have no one consistent adult fighting for their rights. Join CASA for Children in helping lift up the voices of children in need. **Add your voice today.**

# Tools for consumers

## Tweets

These tweets can be used to raise awareness about the campaign and encourage people online to learn more or donate to show their support. Coming fall 2012, look for additional resources and best practices with social media.

On avg a child is in #FosterCare for 22 months. With a CASA volunteer it is avg 7.5 month less. We are the CASA movement, are you? <http://ow.ly/cRvg9> (133 characters)

Join the movement to give every abused & neglected child a voice. We support CASA. Learn more <http://ow.ly/cRvg9> (114 characters)

Every 47 sec a child is abused. Every two min a child goes into foster care. This takes 0.21 sec to RT <http://ow.ly/cRvg9> (126 characters)

## Sample Copy of Email/Newsletter Communications

Every child deserves a safe home. *I am for the child*<sup>™</sup> who still needs one.

Join (**Partner X**) in helping to lift up the voice of the over 400,000 children in foster care in need of an advocate. Each year, approximately 660,000 children experience foster care in America. They are often separated from their siblings and caught up in a confusing and complicated system of social workers, foster homes, courts, service agencies and state child welfare departments. And, sadly, most of them must do the best they can to navigate this complex world without a dependable, consistent adult presence to help.

CASA for Children helps by recruiting and training volunteers who advocate on behalf of these children. Currently, only the most urgent cases are assigned a volunteer advocate, leaving approximately 400,000 children to navigate the system without an advocate fighting for their rights during the most vulnerable time in their lives.

With our company's help, CASA for Children can reach their goal of having a Court Appointed Special Advocate for every child in foster care. Lift up a child's voice, a child's life. **Donate today at [IamForTheChild.org](http://IamForTheChild.org).**

# Tools for consumers

## Thank You Poster

This tool can be used to recognize consumer support for the campaign. Available in CASA or GAL. You can localize the URL as well as insert the partner's name and logo.



**Thank you for helping [PARTNER NAME]**  
**lift up the voices of children.**

With your help, [PROGRAM NAME] is closer to reaching their goal of having a volunteer child advocate for every abused and neglected child who needs one.

**Lift up a child's voice. A child's life™**  
**Visit [casaforchildren.org/liftup](https://casaforchildren.org/liftup)**

place  
Partner  
Logo

**Thank you for helping [PARTNER NAME]**  
**lift up the voices of children.**

With your help, [PROGRAM NAME] is closer to reaching their goal of having a volunteer child advocate for every abused and neglected child who needs one.

**Lift up a child's voice. A child's life™**  
**Visit [casaforchildren.org/liftup](https://casaforchildren.org/liftup)**

place  
Partner  
Logo

**Thank you for helping [PARTNER NAME]**  
**lift up the voices of children.**

With your help, [PROGRAM NAME] is closer to reaching their goal of having a volunteer child advocate for every abused and neglected child who needs one.

**Lift up a child's voice. A child's life™**  
**Visit [casaforchildren.org/liftup](https://casaforchildren.org/liftup)**

place  
Partner  
Logo

## 4b. Tools for Employees

# Tools for employees

In this section of the toolkit, you will find useful templates to inform and engage employees or service members.

## Employee Communication Poster



**Every child deserves a safe home.**  
**[ORGANIZATION NAME] is for the child who still needs one.**

With the help of our employees, [PARTNER X] can help CASA reach their goal of having a Court Appointed Special Advocate for every child in foster care.


Lift up a child's voice, a child's life.™

Give today at  
[casaforchildren.org/iamforthechild](http://casaforchildren.org/iamforthechild)

Partner Logo





## How to Get Involved Overview



**I am for the child™**  
 CAMPAIGN

**Add Your Voice**  
 Join the *I am for the child* Movement

**The issue:**  
 Each year, approximately 660,000 children experience foster care in America. They are often separated from their siblings and caught up in a confusing and complicated system of social workers, foster homes, courts, service agencies and state child welfare departments. And, sadly, most of them must do the best they can to navigate this complex world without a dependable, consistent adult presence to help.

**The Solution: A volunteer advocate for every child**  
 CASA/GAL helps these children by recruiting and training volunteers to watch over and advocate for abused and neglected children. They make sure children don't get lost in the overburdened legal and social service system or languish in inappropriate group or foster homes. Volunteers stay with each case until it is closed and the child is placed in a safe, permanent home.

Often this means reunifying with birth parents once their safety is assured. For many abused and neglected children, their volunteer child advocate will be the one constant adult presence in their lives. However, since the demand is so great, CASA/GAL volunteers are only assigned to the most difficult cases, leaving the needs of tens of thousands unmet.

**Economic impact:**  
 CASA's solution is a winning equation for children but also the taxpaying public. Abuse and neglect cost taxpayers \$104 Billion each year. Every dollar spent on a CASA/GAL volunteer saves at least \$23 in taxpayer money.

[Program Name] • [Address1] • [Address2]  
 [City, ST zipcode] • [phone number] • [website url]

**How You Can Help**

You can help end the cycle of abuse and neglect for [local statistics] children in [city, state] by supporting [PROGRAM NAME] efforts to recruit and train volunteers.

Give a voice to child in need. Be *for the child*. It's easy:

**Donate** to help recruit and train a volunteer advocate for a child.

**Volunteer** yourself.

**Spread the word** to someone you know.

There are so many ways to help reach the goal of serving every child.

Visit [\[INSERT URL\]](#) today to learn more.

A member of the National CASA Association

# Tools for employees

## Memo From Company Leadership Announcing Partnership

Dear Colleagues,

As you know, [NAME OF COMPANY] has always been actively involved in our community and is especially committed to helping children in need. I'm excited to announce that we have now entered into a partnership with CASA (Court Appointed Special Advocates) for Children that will help make a huge difference in the lives of abused and neglected children.

Each year, approximately 660,000 children experience foster care in America. They are often separated from their siblings and caught up in a confusing and complicated system of social workers, foster homes, courts, service agencies and state child welfare departments. And, sadly, most of them must do the best they can to navigate this complex world without a dependable, consistent adult presence to help.

Court Appointed Special Advocates (CASA) for Children recruits, trains and supports citizen-volunteers who advocate for abused and neglected children in the community and in the courtroom. A CASA volunteer is **directly empowered by the courts to provide one-to-one advocacy for abused and neglected children.** [INSERT BRIEF PROFILE OF EMPLOYEE VOLUNTEER IF APPLICABLE]

With our help, CASA can reach its goal of providing a CASA volunteer for every child who needs one. Please join with [us/NAME of COMPANY] in this partnership with CASA's national campaign, *I am for the child.*™ [INSERT PARTNER ACTIVITIES TO ENGAGE EMPLOYEES/ WAYS EMPLOYEES CAN PARTICIPATE.] You can also learn more and make a donation today by visiting [IamForTheChild.org].

Every child deserves a safe home. Lift up a child's voice. A child's life™.

Sincerely,

INSERT NAME

## Employee Badge





# Tools for employees

## Sample Announcement of Informational Activity for Employees

Dear Colleagues:

The countdown to our partnership with [CASA for Children] has begun!

Prior to our official launch of our campaign, we are holding a [Lunch and Learn/NAME OF EVENT] on [DATE] to provide you with more information about CASA for Children and some unique opportunities for you to get more deeply involved.

The [Lunch and Learn/NAME OF EVENT] will feature our own employee, [NAME], who will share [his/her] experiences working as a volunteer with [NAME OF LOCAL CASA] supporting [XX Children]. [INSERT BRIEF DESCRIPTION OF EMPLOYEE'S VOLUNTEER WORK].

CASA for Children's work is critical. Each year, approximately 660,000 children experience foster care in America. They are often separated from their siblings and caught up in a confusing and complicated system of social workers, foster homes, courts, service agencies and state child welfare departments. And, sadly, most of them must do the best they can to navigate this complex world without a dependable, consistent adult presence to help.

Please join us for this opportunity to learn more about the difference you can make. We will be providing [INSERT LUNCH DETAILS]. [INSERT RSVP DETAILS]. If you are unable to attend this event, remember, we have other events and opportunities for you to show your support.

[BULLET LIST COMPANY ACTIVITIES IF APPLICABLE...]

Remember, the funds (and fans) raised from our company's efforts support CASA's work to recruit and train volunteers who fight for the rights of abused and neglected children during the most vulnerable time in their young lives.

Thank you for your support,

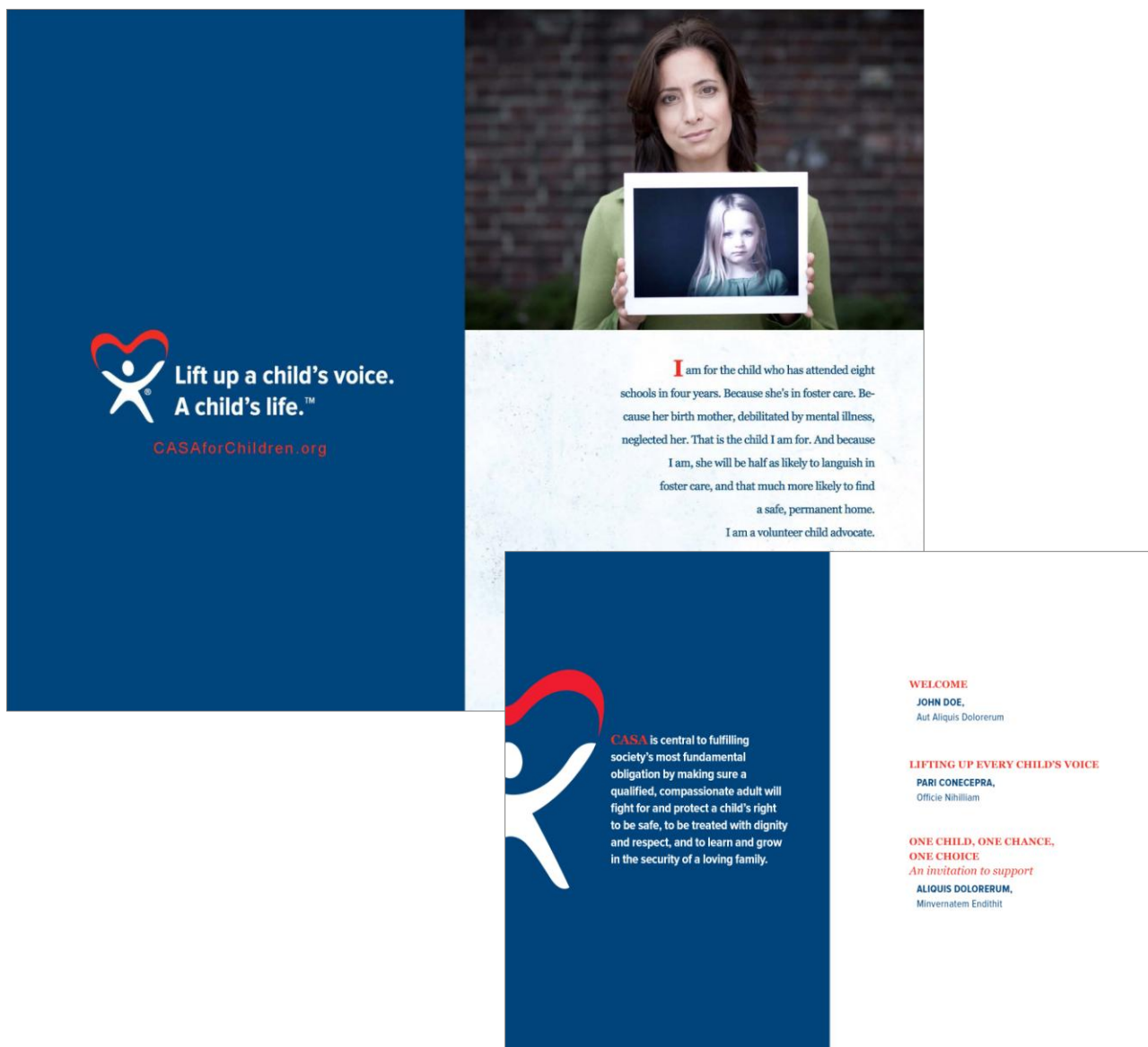
[INSERT NAME]

## 5. Tools for Local Events

# Tools for local partner events

The following tools and guidance will be useful as you promote your local partner event.


## Event Announcement Template



 **Lift up a child's voice.  
A child's life.™**  
CASAforChildren.org



**I** am for the child who has attended eight schools in four years. Because she's in foster care. Because her birth mother, debilitated by mental illness, neglected her. That is the child I am for. And because I am, she will be half as likely to languish in foster care, and that much more likely to find a safe, permanent home. I am a volunteer child advocate.

 **CASA** is central to fulfilling society's most fundamental obligation by making sure a qualified, compassionate adult will fight for and protect a child's right to be safe, to be treated with dignity and respect, and to learn and grow in the security of a loving family.

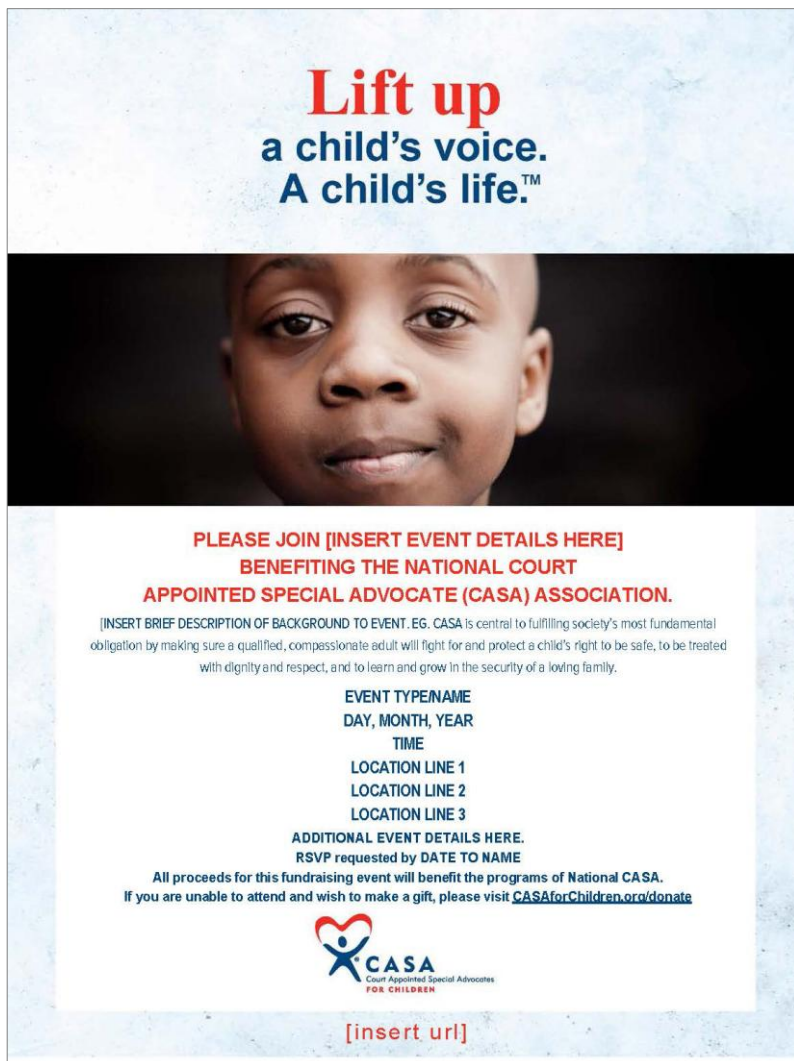
**WELCOME**  
**JOHN DOE,**  
Aut Aliquis Dolorum

**LIFTING UP EVERY CHILD'S VOICE**  
**PARI CONECEPRA,**  
Officie Nihiliam

**ONE CHILD, ONE CHANCE,  
ONE CHOICE**  
*An invitation to support*  
**ALIIQUIS DOLORERUM,**  
Minvenatem Endithit

# Tools for local partner events

## Event Invite Template



**Lift up  
a child's voice.  
A child's life.™**


**PLEASE JOIN [INSERT EVENT DETAILS HERE]  
BENEFITING THE NATIONAL COURT  
APPOINTED SPECIAL ADVOCATE (CASA) ASSOCIATION.**

[INSERT BRIEF DESCRIPTION OF BACKGROUND TO EVENT. EG. CASA is central to fulfilling society's most fundamental obligation by making sure a qualified, compassionate adult will fight for and protect a child's right to be safe, to be treated with dignity and respect, and to learn and grow in the security of a loving family.]

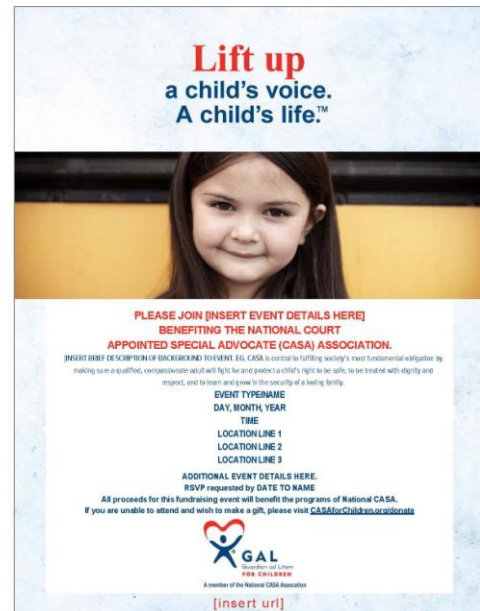
**EVENT TYPE/NAME**  
**DAY, MONTH, YEAR**  
**TIME**  
**LOCATION LINE 1**  
**LOCATION LINE 2**  
**LOCATION LINE 3**

**ADDITIONAL EVENT DETAILS HERE.**  
**RSVP requested by DATE TO NAME**

All proceeds for this fundraising event will benefit the programs of National CASA.  
If you are unable to attend and wish to make a gift, please visit [CASAforChildren.org/donate](https://www.casaforchildren.org/donate)



[insert url]



**Lift up  
a child's voice.  
A child's life.™**


**PLEASE JOIN [INSERT EVENT DETAILS HERE]  
BENEFITING THE NATIONAL COURT  
APPOINTED SPECIAL ADVOCATE (CASA) ASSOCIATION.**

[INSERT BRIEF DESCRIPTION OF BACKGROUND TO EVENT. EG. CASA is central to fulfilling society's most fundamental obligation by making sure a qualified, compassionate adult will fight for and protect a child's right to be safe, to be treated with dignity and respect, and to learn and grow in the security of a loving family.]

**EVENT TYPE/NAME**  
**DAY, MONTH, YEAR**  
**TIME**  
**LOCATION LINE 1**  
**LOCATION LINE 2**  
**LOCATION LINE 3**

**ADDITIONAL EVENT DETAILS HERE.**  
**RSVP requested by DATE TO NAME**

All proceeds for this fundraising event will benefit the programs of National CASA.  
If you are unable to attend and wish to make a gift, please visit [CASAforChildren.org/donate](https://www.casaforchildren.org/donate)



[insert url]

Note: Sample text is available to download for this customizable tool.

# Tools for local partner events

## Event Signage Guidelines

We encourage you to utilize CASA's *I am for the child™* brand standards if your partner event requires custom event signage. National CASA has a number of assets suitable for signage and available for download at [CASAforChildren.org/campaign](https://CASAforChildren.org/campaign). Additionally, art work featured in this toolkit may be repurposed for your signage needs. Below are some general guidelines to consider when creating your event signage.

### Visibility

Banners and ads can be ordered in a variety of sizes. Make sure you choose a size that is appropriate for the distance you expect your banner to be viewed from. Consider where it will be located and what obstacles may be in the way. Visibility is the most important part of your signage.

### Design

Determine if you are creating a custom sign that is event-specific or if it will be intended for use in a variety of settings. This will help you decide the text styles, colors and backgrounds you will want to use. Remember to build design consistency across your signage and other collateral as much as possible in order to create and maintain a strong brand and campaign message for your intended audience. The brand standards in this toolkit and at [CASAforChildren.org/Campaign](https://CASAforChildren.org/Campaign) should be adhered to in your design and will support a strong, consistent message.

### Less is More

Leaving space around banner edges and not filling the space completely with your text will add impact to what you do use on the banner. Put a minimum of information with some sort of contact information (such as your web address) instead of everything about the event. Be concise but make sure needed information is included. Keep the number of font styles used to one or two at most, and use fonts that are clearly legible from a distance. Choosing a single color scheme and sticking with it can give your custom banner a more finished look. Bright colors will draw attention to your sign, but overuse can take away from your message or make it hard to read. Using full color photographs is a great way to emphasize the main message. Be sure to recognize partners and event sponsors as required with appropriate logos. **Have fun with your design, but make it easy to read and appropriate for your target audience and CASA.**

# Tools for local partner events

## Event Signage Guidelines *Continued*

Highest visibility color combinations to use on your sign, according to the Outdoor Advertising Association of America (OAAA) are as follows:

WHITE on BLUE

RED on WHITE

WHITE on RED

The following chart from the United States Sign Council (USSC) will help you to determine what size type is needed for your custom banner.

Letter Height	Max. Readable Distance	Best Impact
3"	100'	30'
4"	150'	40'
6"	200'	60'
8"	350'	80'
9"	400'	90'
10"	450'	100'
12"	525'	120'
15"	630'	150'
18"	750'	180'
24"	1000'	240'
30"	1250'	300'
36"	1500'	360'
42"	1750'	420'

## Learn the Rules

Many cities, neighborhoods and/or businesses have special sign requirements for size, color, etc. Be sure to check on specific requirements before you begin designing and printing your materials.

# Tools for local partner events

## Event Signage Guidelines *Continued*

Examples of Event Signage (simple and detailed art options)

### RETRACTABLE BANNERS

**I am for the child™**

**I am for the child Not Pictured.**

I am for the child who lived in motels, cars and shelters. The child who now stands in the entryway of a group foster home. Clutching a makeshift suitcase. A garbage bag filled with everything he owns. That is the child I am for. Because I am, he will be half as likely to languish in foster care, and that much more likely to find a safe, permanent home. I am a Court Appointed Special Advocate (CASA) volunteer.

I am you.

**Lift up a child's voice. A child's life.™**  
Get involved at [URL](http://URL). Phone or email

**CASA**  
Court Appointed Special Advocate  
FOR CHILDREN  
CASA OF WEST TEXAS

**Volunteer Today**  
[CASAcentex.org](http://CASAcentex.org)

**CASAofWTX.org**  
432.683.1114

### VERTICAL POSTERS

**I am for the child Not Pictured.**

I am for the child who lived in motels and in cars and in shelters. I am for him. The child who finally was taken away, and put in foster care. A group home. Where he sleeps on a temporary cot, the kind found in prisons. And where everything he owns is kept in a plastic garbage bag. I am for that child. So I am there for that child. To listen to him. To stand up in court for him. To speak for him. To champion without compromise for what's in his best interest. Because if I am there for him, I know he will be half as likely to languish in foster care, and that much more likely to find a safe, permanent home. That is the child I am for. I am a volunteer child advocate.

I am you.

**Lift up a child's voice. A child's life.™**  
Get involved at [URL](http://URL). Phone or email

**GAL**  
COURT APPOINTED SPECIAL ADVOCATE  
FOR CHILDREN  
A member of the National CASA Association

**I am for the child who no longer comes.**

**I am for the child who's had seven addresses in a single year. Because she is in foster care. Because her father abused her. And because her mother couldn't believe her. I am for her. The child, barely 6, who is bounced not home to home, but house to house. Who, worse than no longer believing in others, no longer believes in herself. I am for that child. So I am there for that child. To listen to her. To stand up in court for her. To speak for her. To champion without compromise for what's in her best interest. Because if I am there for her, I know she will be half as likely to languish in foster care, and that much more likely to find a safe, permanent home. That is the child I am for. I am a Court Appointed Special Advocate (CASA) volunteer.**

I am you.

**Lift up a child's voice. A child's life.™**  
Get involved at [URL](http://URL). Phone or email

**CASA**  
Court Appointed Special Advocate  
FOR CHILDREN

### HORIZONTAL POSTERS

**I am for the child whose name no one can remember.**

I am for the child who has attended eight schools in four years. Because she is in foster care. Because her birth mother, debilitated by mental illness, neglected her. I am for her. The child who almost died. Who now sits, surrounded by strangers, in the back of yet another class. Fidgeting. Because she is without glasses and nearly blind. I am for that child. No one there for that child. To listen to her. To stand up in court for her. To speak for her. To champion without compromise for what's in her best interest. Because if I am there for her, I know she will be half as likely to languish in foster care, and that much more likely to find a safe, permanent home. That is the child I am for. I am a volunteer child advocate.

I am you.

**Lift up a child's voice. A child's life.™**  
Get involved at [URL](http://URL).

**GAL**  
COURT APPOINTED SPECIAL ADVOCATE  
FOR CHILDREN  
A member of the National CASA Association

**I am for the child who no longer comes.**

**I am for the child who's had seven addresses in a single year. Because she is in foster care. Because her father abused her. And because her mother couldn't believe her. I am for her. The child, barely 6, who is bounced not home to home, but house to house. Who, worse than no longer believing in others, no longer believes in herself. I am for that child. So I am there for that child. To listen to her. To stand up in court for her. To speak for her. To champion without compromise for what's in her best interest. Because if I am there for her, I know she will be half as likely to languish in foster care, and that much more likely to find a safe, permanent home. That is the child I am for. I am a Court Appointed Special Advocate (CASA) volunteer.**

I am you.

**Lift up a child's voice. A child's life.™**  
Get involved at [URL](http://URL).

**CASA**  
Court Appointed Special Advocate  
FOR CHILDREN

## 6. Additional Resources



# Additional resources

## CASA Facts & Program Information

### National Statistics 2011

Following are the latest statistics available at the time of publication. Visit the Child Welfare Information Gateway at [childwelfare.gov](http://childwelfare.gov) for updates and other powerful figures on the needs of abused and neglected children (July 2012).

### Children Continue to Need Protection and Care

Approximately 3.3 million allegations of child abuse and neglect involving 5.9 million children were made to CPS agencies in 2010. [i](#)

In 2010, an estimated 754,000 children were substantiated as victims of child maltreatment, a rate of 10.1 per 1,000 children in the US and Puerto Rico. [ii](#)

African American children, American Indian or Alaska Native children and children of multiple races had the highest rates of victimization at 14.6, 11.0, and 12.7 victims per 1,000 children, respectively. Hispanic children and White children had rates of 8.8 and 7.8 per 1,000 children, respectively. Asian children had the lowest rate of 2.0 per 1,000 children. Nearly one-half of all victims were White (44.8%), one-fifth (21.9%) were African American, and one-fifth (21.4%) were Hispanic. [iii](#)

The youngest children (from birth through age 4) were most likely to be determined to be maltreated compared to all other age groups. [iv](#)

An estimated 1,560 children nationally (compared to 1,750 children for FFY 2009) died from abuse or neglect. The rate per 100,000 children was 2.07 deaths for FFY 2010 compared to a rate of 2.34 for FFY 2009. Children 0–4 years old accounted for 79.4% of child fatalities. Children younger than 1 year old accounted for 47.7% of all child fatalities. [v](#)

Violence often occurs against women and children in the same family. Research indicates that 50–70% of men who assault their female partners also abuse their children. [vi](#)

On September 30, 2010, there were 408,425 children in foster care. They spent a mean of 25.3 months in foster care. [vii](#)

# Additional resources

## CASA Facts & Program Information

The race/ethnicity breakdown of the children in foster care as of September 30, 2010, is as follows:[viii](#)

Caucasian	41%	165,135
African American	29%	117,610
Hispanic	21%	84,727
American Indian/Alaskan Native	2%	7,839
Asian American	1%	2,469
Hawaiian/Pacific Islander	0%	718
Unknown	2%	6,820
Two or More Races	5%	21,830

Of the children in foster care on September 30, 2010, 107,011 were waiting to be adopted. Only 52,891 children were adopted from the public foster care system in FY 2010.[ix](#)

States spent \$25.4 billion in federal, state and local funds on child welfare programs in FY 2006. This is a 9% increase since FY 2004 after adjusting for inflation. Total spending has increased in each biennium since data have been collected (SFY 1996).[x](#)

Federal and state funds increased, while local dollars remained stable. In SFY 2006, states spent \$12.4 billion in federal dollars, \$10.7 billion in state dollars and \$2.6 billion in local dollars. Between SFY 2004 and SFY 2006, federal spending increased by 3%, state spending increased by 14%, and local spending remained virtually unchanged.[xi](#)

Total Annual Cost of Child Abuse and Neglect in the United States—Direct Costs (costs associated with the immediate needs of abused or neglected children)[xii](#)

Services	Estimated Annual Direct Cost
Hospitalization	\$6,625,959,263
Mental Health Care System	\$1,080,706,049
Child Welfare Services System	\$25,361,329,051
Law Enforcement	\$33,307,770
<b>Total Direct Cost</b>	<b>\$33,101,302,133</b>

# Additional resources

Total Annual Cost of Child Abuse and Neglect in the United States—Indirect Costs (costs associated with long-term and secondary effects of child abuse and neglect)[xiii](#)

Services	Estimated Annual Indirect Cost
Special Education	\$2,410,306,242
Juvenile Delinquency	\$7,174,814,134
Mental Health and Health Care	\$67,863,457
Adult Criminal Justice System	\$27,979,811,982
Lost Productivity to Society	\$33,019,919,544
<b>Total Indirect Cost</b>	<b>\$70,652,715,359</b>

Abuse is associated with a range of other risks—juvenile delinquency, suicide, unemployment and poor school performance.[xiv](#)

## CASA/GAL Programs: Striving to Meet the Need

CASA/GAL volunteers make sure that the abuse and neglect that the children originally suffered at home does not continue as abuse and neglect at the hands of the system.

In 2011, the CASA/GAL network consisted of 946 local and state programs. Three-fourths (75%) of programs were nonprofits and 25% were public agencies.[xv](#)

In 2011, CASA/GAL programs had 77,012 volunteers donate over 6.5 million hours to making a lifelong difference in the lives of abused and neglected children. In that year, approximately 21,024 new volunteers were trained to help meet the need.[xvi](#)

An estimated 234, 238 children were served by CASA/GAL volunteers in 2011.[xvii](#)

Changes over the past five years in the number of CASA/GAL volunteers and children served.[xviii](#)

Year	CASA/GAL Volunteers	Children Served
2007	59,717	243,295
2008	68,842	240,894
2009	70,919	237,095
2010	75,087	240,164
2011	77,012	234,238

# Additional resources

## **CASA/GAL Programs: High Quality Advocacy**

Judges assign CASA/GAL volunteers to nearly half of the abuse and neglect cases before them. They express a great need for more volunteers for their cases. [xix](#)

Judges, attorneys, child welfare workers and parents overwhelmingly report that volunteers make a difference with the children they serve. [xx](#)

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 other cases where children have a great level of risk. [xxi](#)

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. [xxii](#)

CASA volunteers are highly effective in getting their recommendations accepted in court, and their reports lead to a higher number of services being ordered for children and families. [xxiii](#)

## **CASA/GAL Programs: Better Service to Children**

Low caseloads for CASA volunteers mean the courts can make better decisions for children. They handle just one or two cases at a time so that they can give each child's case the *sustained, personal* attention he or she deserves.

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. These complex cases receive more attention so they can move forward in a timely way.

Children with CASA volunteers may receive more court-ordered services because of the volunteer's detailed knowledge of the child's circumstances. These services can be more carefully targeted so that service dollars are used more effectively.

## **CASA/GAL Programs: An Investment that Yields Huge Savings**

Federal law requires that juvenile and family courts appoint a guardian ad litem, who may be an attorney or CASA/GAL volunteer, in all cases of child abuse and neglect.

# Additional resources

By helping to reduce time spent unnecessarily in foster care, CASA programs can reduce child welfare costs. On September 30, 2010, an estimated 408,425 children were in foster care, at an estimated annual direct cost to Americans of \$33 billion. If the median length of stay in foster care (14 months) were shortened for children in foster care by just *one month*, it would realize a savings of approximately \$2.75 billion.[xxiv](#)

In 2011, CASA/GAL volunteers contributed 6.5 million hours of advocacy for children. If compensated to perform such a role, the total would be more than \$300 million.[xxv](#)

89% of National CASA expenditures went to fund activities directly supporting CASA/GAL programs, 9% of income on general and administrative activities and 2% on fundraising.[xxvi](#) This is significantly less than the 16.3% average administrative costs for human services nonprofit organizations.[xxvii](#)

## CASA/GAL Programs: Permanent Solutions for Children

Children with a CASA volunteer are substantially less likely to spend time in long-term foster care, defined as more than three years in care: 13.3% for CASA cases versus 27.0% of all children in foster care.[xxviii](#)

Cases involving a CASA volunteer are more likely to be “permanently closed,” i.e., the children are less likely to reenter the child welfare system than cases where a CASA volunteer is not involved. Just 9% of CASA children reenter the system. This is in contrast to 16% for children not served by a volunteer.[xxix](#)

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[i](#) US Department of Health and Human Services, Administration on Children, Youth, and Families. (2011). *Child Maltreatment 2010*. Washington, DC: US Government Printing Office. [acf.hhs.gov/programs/cb/pubs/cm10/](http://acf.hhs.gov/programs/cb/pubs/cm10/)

[ii](#) *Ibid.*

[iii](#) *Ibid.*

[iv](#) *Ibid.*

[v](#) *Ibid.*

[vi](#) McKibben, L., DeVos, E. & Newberger, E. (1989). “Victimization of mothers of abused children: A controlled study.” *Pediatrics*, 84: 531; Start, E. & Flitcraft, A. (1988). “Women and children at risk: A feminist perspective on child abuse.” *International Journal of Health Services*, 18: 97.

[vii](#) US Department of Health and Human Services (DHHS), Administration on Children, Youth, and Families, Children’s Bureau (2010). *The Adoption and Foster Care Analysis and Reporting System Report (AFCARS)*. Washington, DC. [acf.hhs.gov/programs/cb/stats\\_research/afcars/tar/report18.htm](http://acf.hhs.gov/programs/cb/stats_research/afcars/tar/report18.htm)

[viii](#) *Ibid.*

[ix](#) *Ibid.*

[x](#) DeVooght, K., Allen, T., Geen, R., Child Trends, *Federal, State, and Local Spending to Address Child Abuse and Neglect in SFY 2006*, Annie E. Casey Foundation, Casey Family Programs (2008). [childtrends.org/Files//Child\\_Trends-2009\\_02\\_17\\_FR\\_CWFinancePaper.pdf](http://childtrends.org/Files//Child_Trends-2009_02_17_FR_CWFinancePaper.pdf)

[xi](#) *Ibid.*

# Additional resources

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- [xii](#) Prevent Child Abuse America. (2007). *Total Estimated Cost of Child Abuse & Neglect In the United States*. [preventchildabuse.org](http://preventchildabuse.org)
- [xiii](#) *Ibid.*
- [xiv](#) Cathy Spatz Widom (1991). *Summary of Findings for the American Association for the Advancements of Science*.
- [xv](#) National CASA Association. (2011) *2010 National CASA Association Annual Local Program Survey*. Seattle, WA. [CASAforChildren.org](http://CASAforChildren.org).
- [xvi](#) *Ibid.*
- [xvii](#) *Ibid.*
- [xviii](#) *Ibid.*
- [xix](#) Organizational Research Services (ORS), (2005). *Evaluation of CASA/GAL Volunteer Impact: Judicial Survey*.
- [xx](#) Dr. Pat Litzelfelner (2003). *CASA Consumer Satisfaction Survey*. University of Kentucky.
- [xxi](#) Caliber Associates (2004). *Evaluation of CASA Effectiveness*.
- [xxii](#) Weisz and Thai (2003). *The Court-Appointed Special Advocate (CASA) Program: Bringing Information to Child Abuse and Neglect Cases*. Nebraska.
- [xxiii](#) Caliber Associates (2004). *Evaluation of CASA Effectiveness*.
- [xxiv](#) US Department of Health and Human Services (DHHS), Administration on Children, Youth, and Families, Children's Bureau (2010). *The Adoption and Foster Care Analysis and Reporting System Report (AFCARS)*. Washington, DC. [acf.hhs.gov/programs/cb/stats\\_research/afcars/tar/report18.htm](http://acf.hhs.gov/programs/cb/stats_research/afcars/tar/report18.htm)
- [xxv](#) Bureau of Labor Statistics (2009). "May 2009 National Occupational Employment and Wage Estimates, United States" at [bls.gov/oes/current/oes\\_nat.htm](http://bls.gov/oes/current/oes_nat.htm). National CASA Association (2011). *2010 National CASA Association Annual Local Program Survey*. Seattle, WA. [CASAforChildren.org](http://CASAforChildren.org).
- [xxvi](#) National CASA Association. (2012) *2011 National CASA Association Annual Report*. Seattle, WA. [CASAforChildren.org/2011AnnualReport](http://CASAforChildren.org/2011AnnualReport)
- [xxvii](#) 2006, US Department of Justice Office of the Inspector General (OIG) audit of the National CASA Association, as required by Congress.
- [xxviii](#) *Ibid.*
- [xxix](#) *Ibid.*

# Additional resources

## Sample Op Ed

*Op/eds are opinion essays written by an individual with some expertise on the topic. Different publications have their own guidelines, but a suggested length may be between 500 and 600 words. The piece will need to be submitted with a name, title and content information.*

Right here in our community, there are abused and neglected children who live in the shadows of our lives. She may be the little girl in your son's kindergarten class, who had to move homes and change schools three or four times in the last year. He may be the lonely child at the park who doesn't join the game.

The foster care and child welfare system is full of compassionate lawyers, judges, social workers and foster families, but according to recent statistics each year more than 660,000 children are placed in foster care nationally. *[alternate option to insert local statistic]*. This intense need can strain the system to the point where they are simply unable to protect the rights of each child.

So the little girl, who has already suffered in an abusive home, enters the foster care system which places her in three or four different homes in just a few months. Or the two siblings who lost their mother to incarceration are split up and living on different sides of these same county.

This isn't just a problem; it is nothing short of a violation of their human rights. A child cannot defend his or her own rights, but a CASA volunteer can!

CASA for Children is a national nonprofit organization which trains and supports volunteers—people like you and me—to speak and act as advocates for the best interests of abused and neglected children. They are trained to work within the child welfare and family court systems and are appointed by judges to individual cases. With the help of a CASA volunteer, a child is half as likely to languish in foster care, and that much more likely to find a safe and permanent home.

I have seen first hand the transformative impact a CASA volunteer can have on a child. *[Insert additional details of local success story, without identifying names.]*

But today only 35% of the children in need have access to a CASA volunteer. More than 400,000 children don't have that volunteer advocate. We are dedicated to ensuring that all children in the foster care and child welfare system has a qualified CASA volunteer looking out for their best interests. To do this, we will need to more than double the 77,000 current CASA volunteers in 946 local chapters nationwide. Especially needed are volunteers of color, as African American and Latino children are overrepresented in the child welfare and foster care system.

Every child has a right to thrive. To be treated with dignity, and to live in a safe, loving home. Every child deserves a fighting chance.

Once grown, these former foster youth could be our future doctors, teachers and leaders. Coming through a period of vulnerability and fear, the child can then understand his potential and his rights. She will believe in herself. That is our opportunity and our challenge.

I invite the people of *[City Name]* to stand up with me and support these children. Go to *[INSERT URL]* [IamForTheChild.org](http://IamForTheChild.org) and see how you can help.

**Name**  
**Contact information**

# Additional resources

## Sample Letter to the Editor

*NOTE: Letters to the editor frequently have a length restriction (such as not exceeding 200 words) and must include your full name and contact information for verification.*

Dear Editor,

I am writing regarding your recent *article/interview/editorial [insert details (title, date, author) of a particular article if relevant]*. First, to thank you for raising this very important issue. Second to offer a suggestion for the many people who might be wondering how they can help local children, especially those who are victims of abuse and neglect.

I encourage looking into volunteer opportunities with our local chapter of Court Appointed Special Advocates for Children (CASA).

CASA is a national nonprofit organization which trains and supports volunteers to speak and act as advocates for the best interests of children the foster care system and child welfare system.

*[Add sentence on details of local chapter efforts].*

I have been a volunteer for *[XX]* years and continue to be amazed at the number of vulnerable children right here in our own communities. Children who have had to be removed from a dangerous situation in the home, or whose single parents become ill or incarcerated. What is most surprising—and disheartening—is that during this incredibly vulnerable time in a young life, the foster care and family court system is simply too overworked to deal with the unique needs and rights of each child. As a result, too many children in the system get bounced from house to house—having to change schools five or six times in just a couple of years. Often siblings get split up because there isn't enough room for larger families. Some kids even wind up sleeping in hallways on cots until they are literally “aged out of the system” when they turn 18. These children deserve to be treated with dignity and respect. They deserve the chance to live in a safe, loving and permanent home. That is why the CASA program exists.

In fact, a child with a CASA volunteer is half as likely to languish in foster care, and that much more likely to find a safe permanent home. But we only have enough resources to support 35% of the children in the system today. We are committed to ensuring that all children in foster care and child welfare systems have a committed CASA volunteer assigned to support them.

To do this, we will need to more than double the number of CASA volunteers nationwide. We can start right here in our community, and you can help by contacting us: [iamForTheChild.org](http://iamForTheChild.org) *[insert local chapter website]* for volunteer, donation or other participation opportunities.

I am a CASA volunteer, because I want to stand up for the rights of a child. Join me!

**Name**

**City**

**Contact information**



# Additional resources

## Sample Campaign Media Alert

CAMPAIGN PARTNERSHIP: LIFT UP YOUR VOICE TO HELP CHILDREN IN OUR COMMUNITY WHO HAVE BEEN VICTIMS OF ABUSE AND NEGLECT

*[Insert Date]*

**Who:**

*[Insert partner specifics]*, announced today it will partner with *[CASA/GAL program]*, a local nonprofit organization that trains community citizen volunteers to speak on behalf of foster children's safety and well-being in court and in our community. *[Add specifics about partnership and what activities will take place.]*

**What:**

Every year, more than *[XX]* children are abused and neglected in *[city or county]*. *[Insert local program name]* is offering community members an opportunity to help in the fight against child abuse by participating in *[insert event/activity details]*.

**Why:**

To generate awareness, support the fight against child abuse and neglect, help CASA ensure that all children in foster care and child welfare systems have a committed and supportive CASA volunteer assigned to support them.

**When:**

*[Insert event date and time here]*

**Where:**

*[Insert event location here]*

**For further information:**

Please contact *[insert local program]* at *[insert local phone number]*, or contact the National CASA Association at 1-800-623-3233 or visit their website at [iamForTheChild.org](http://iamForTheChild.org).

# Additional resources

## Sample Press Release—1

### THE ISSUE

The rights of our most vulnerable children are being lost in the shuffle of a strained system.

### BACKGROUND

In our society the basic needs and rights of children are entrusted to their families, but when the family—for whatever reason—is unable to meet those obligations, our most vulnerable children are placed in the foster care and child welfare system.

That system is full of compassionate lawyers, judges, social workers and foster families, but according to recent statistics each year more than 660,000 children are placed in foster care nationally—*[X,000]* in our region alone. This intense need can strain the system to the point where they are simply unable to protect the rights of each child.

So the little girl who has already suffered in an abusive home, enters the foster care system which places her in three or four different homes in just a few months. Or the two siblings who lost their mother to incarceration are split up and living on different sides of these same county.

This isn't just a problem, it is nothing short of a violation of their basic human rights, in a country where we aren't supposed to fear such things.

### SOLUTION

In 1977 a family court judge created an innovative new program called Court Appointed Special Advocates (CASA) for Children. CASA is a national nonprofit organization which trains and supports volunteers to speak out and act as advocates for the best interests of abused and neglected children. They are trained to work within the child welfare and family court systems and are appointed by judges to individual cases. With the help of a CASA volunteer, a child is half as likely to languish in the foster care system, and that much more likely to find a safe and permanent home.

In fact, the CASA program has been so effective that it now has more than 77,000 volunteers serving 946 programs in almost every court system in the United States. It is an outstanding reflection of the kind of change that's possible when the public, private and nonprofit sectors join forces.

### CALL-TO-ACTION

CASA can only reach 35% of the children in need each year. That means almost 400,000 children *[X,000 in our own region]* have no-one advocating for their rights. The CASA program is committed to making sure that every child in need has access to a CASA volunteer. The *[City Name]* or *[County Name]* CASA organization is holding informational events *[insert event/activity details]* to *[recruit more volunteers, speak to policy makers, educate]* and offer community members an opportunity to help in the fight child abuse.

### CONTACT

Please contact *[insert local program]* at *[insert local phone number]*, or contact the National CASA Association by visiting their website at [IamForTheChild.org](http://IamForTheChild.org).

# Additional resources

## Sample Press Release—2

### For more information

[INSERT Name, Organization: Phone: Email]:

### CASA FOR CHILDREN AND [INSERT COMPANY] LAUNCH I AM FOR THE CHILD™ PARTNERSHIP

*Every Time Customers Shop at [INSERT COMPANY], They Are Helping CASA for Children Lift Up the Voices of Abused and Neglected Children in Need. [CUSTOMIZE HEADLINE AS NEEDED]*

[MARKET] [INSERT DATE] – Customers of [INSERT COMPANY] are participating in an effort to support Court Appointed Special Advocates (CASA) for Children. CASA for Children recruits and trains volunteers who advocate on behalf of abused and neglected children in foster care. Each year, approximately 660,000 children experience foster care in America. They are often separated from their siblings and caught up in a confusing and complicated system of social workers, foster homes, courts, service agencies and state child welfare departments. And, sadly, most of them must do the best they can to navigate this complex world without a dependable, consistent adult presence to help. Currently, only the most urgent cases are assigned a volunteer advocate, leaving over 400,000 children lost in the system.

All month long, [INSERT COMPANY] invites customers to donate \$1 at check-out or round up their bills to the nearest dollar, donating the extra funds to CASA for Children's *I am for the child*™ Campaign. [INSERT COMPANY] will be offering customers [INSERT ACTIVITIES]. All events launch [TBD] and run for [TBD time period].

INSERT QUOTE FROM CASA LEADERSHIP.

INSERT QUOTE FROM COMPANY LEADERSHIP. With our help, CASA can reach their goal of having a Court Appointed Special Advocate for every child abused and neglected child.

# # #

### About [INSERT ORGANIZATION]

[INSERT TEXT ABOUT YOUR ORGANIZATION]

### About CASA for Children

In 1977, a Seattle juvenile court judge concerned about making drastic decisions with insufficient information conceived the idea of citizen volunteers speaking up for the best interests of abused and neglected children in the courtroom and in the community. That first program has grown to a network of more than 946 CASA and guardian ad litem (GAL) programs recruiting, training and supporting volunteers in 49 states. In 2011, more than 77,000 CASA and guardian ad litem (GAL) volunteers helped 240,000 abused and neglected children find safe, permanent homes. Learn more at [CASAforChildren.org](http://CASAforChildren.org).

### About *I am for the child*™ Campaign

CASA's vision is to provide every abused and neglected child with a CASA volunteer by 2020. To realize this bold vision, CASA is launching the *I am for the child*™ campaign—the most imaginative, sophisticated and scalable campaign CASA for Children has ever developed. Through this campaign, we will grow our capacity to raise \$40 million annually to ensure every child in America has a specially trained volunteer protecting his or her rights and needs in the foster care and child welfare system. Get involved at [IamForTheChild.org](http://IamForTheChild.org).

### Contact:

INSERT NAME | COMPANY | PHONE | EMAIL

INSERT NAME | CASA FOR CHILDREN | PHONE | EMAIL

# Additional resources

## Sample Speech

*The following is an example of a speech that talks about National CASA's goals for 2020, and the role everyone can play in helping us achieve those goals.*

Thank you so much for this opportunity to chat with you, I know you are busy people, and there are many worthy causes that compete for your attention, so I will be brief and to the point.

I am the <TITLE & COMPANY>, but I am here before you today as a parent, and—perhaps even more importantly—as an American.

I am here to talk about a crisis in which the basic rights and needs of our most vulnerable citizens—our children—are being violated because the very system that is supposed to be looking out for them simply does not have the resources to do so. I am here to talk about nothing less than a civil rights crisis. A human rights crisis in a country that is not supposed to have to worry about those kinds of things anymore.

I am talking about a six-year-old girl who was removed from a sexually abusive father, only to be placed in eight different foster homes and six different schools over the course of two years.

I am talking about a family of four children whose single parent mother was put in jail for possession of meth, and—though the children are very close to one another—they had to be split up and put in different homes around the county.

I am talking about a young teenage boy who was kicked out of his home for being gay, and who slept on a cot in the hallway of a group home until he turned eighteen—when all of his worldly possessions were handed to him in a garbage bag as he was officially “aged out of the system.”

These are not isolated stories. These are every day stories in the foster care and family court system all across our country, across our state, and right here in our community. Almost 660,000 kids are in the foster care and family court system in our country. Almost [XX,000] in our state alone, and I am sad to say, there are [x,000] in [County Name] county

I am here today to stand up for these children.

\*\*\*PAUSE\*\*\*

I am standing up for their rights. For their right to be safe. For their right to be loved. For their right to have friends and live in the safe embrace of a loving family so they can thrive.

I am here to give every child I serve a fighting chance to be a child.

CASA stands for: Court Appointed Special Advocate for Children. We are regular citizens like you. Volunteers, appointed by the courts, who have been trained to advocate for neglected and abused children in the foster care and family court systems, trained to assure the rights and needs of these children are at the forefront of decisions that are being made by judges and lawyers and family members.

The CASA program was created in 1977 by a family court judge who could see that the system in place to care for foster kids was underfunded and overworked. It's not that the people in it don't care—in fact, like the judge who founded the CASA program they care deeply—they are simply too overwhelmed to be able to provide the individual advocacy each child deserves. This family court judge knew that children would have a much better chance if they could rely on a single adult volunteer who was outside of that system, and trained in how to advocate for each child's individual needs. He felt it was the only way to assure that each child in the system has a fighting chance.

And he was right. When a CASA volunteer is there to advocate for a child, that child is half as likely to languish in the foster care system, half as likely to re-enter the system—and more likely to do better in school.

For many neglected and abused children their CASA volunteer is the only consistent adult presence in their lives. And that single volunteer can often be enough to break the cycle of violence and neglect—not just for one child, but for generations to come.

*continued on next page*

# Additional resources

## Sample Speech *Continued*

Today there are 946 CASA programs around the country with over 77,000 volunteers. In [County Name] county alone, there are [XX] volunteers working on behalf of [XXX] children. But even with those kinds of resources, we are only able to meet the needs of [Local %] of the children in the foster care and child welfare systems. Nationally, almost half a million children go through the system each year fending for themselves.

I am here today to stand up for the other 65%. Those 400,000 children who do not have access to a CASA volunteer.

I am here today to ask you to help me fight on behalf of those children until every one of them has a CASA volunteer to protect their rights. Until every one of them is in a safe loving home where they can thrive. This isn't a distant wish or pie in the sky dream, it is an achievable goal. It only requires four things of us:

1. That all city, county and state court systems understand the value a CASA volunteer can bring, and mandate the appointment of CASA volunteers in their child welfare cases;
2. That we more than double our base of volunteers to meet the need, and that we do a better job of recruiting those volunteers from ethnic communities that are so disproportionately represented in the foster care and child welfare system. Most importantly African American and Latino men;
3. That we increase CASA for Children's funding to at least \$40 million annually so that we can assure every volunteer is trained to the best of our ability;
4. Finally, we need to make sure that every policy maker at a local, county, state and federal level understands the plight of the kids in the child welfare and foster care system and puts the rights of these children at the top of his/her priority list.

I know these are tough times for everyone. There are financial limitations and political conflict and all sorts of pressures on people's time and energy. Know this, the average cost of providing a CASA volunteer to a child in need is \$1,040. The resulting reduction in the amount of time a child is in foster care is 7.5 months. That's the equivalent of \$24,375 in taxpayer savings for every child.

But economic hardship and political pressure are not supposed to define who we are, they are supposed to test who we are. Right now, we're failing that test when it comes to the rights and needs of children in the foster care and child welfare system. So I am asking you to join me in this fight.

Volunteer your time to help a child if you can. Give whatever financial support you can. Help us as we advocate with judges and policy makers and reach out to more companies and foundations and individual donors. Introduce us to others who might be able to help.

CASA is one of the few success stories where the private sector, the public sector and the incredible people-power of 77,000 volunteers have come together to effect real and lasting change. It is one of those few success stories where one person can make all the difference.

I started this presentation out with some examples of the kind of hardship children can go through. I'll end it with some examples of success in our own backyard.

Short Example #1: [NAME was a 7 year old girl...]

Short Example #2

Short Example #3

I am a CASA supporter. Like you I am just one person. Like you I care about the rights and needs of children at the most vulnerable time in their lives.

I am asking you to join me until every child in need has a CASA volunteer to look out for his/her needs.

The children are waiting for us. They are waiting for you!  
I am for the child!

# Additional resources

## Sample Email Signatures

This year more than 400,000 abused and neglected children in America will need a voice. Join CASA's *I am for the child*<sup>™</sup> campaign and **[Add Your Voice]** to help a child: **[URL]**

Every child deserves a safe home.  
*I am for the child* who still needs one.

**Lift up a child's voice. A child's life.**<sup>™</sup>

Abused and neglected children need more than the foster care and child welfare system can provide. Be for the child.

**[Donate. Volunteer. Spread the word.]**

## 7. Partnership Guidelines

# Partnership guidelines

## Overview: Partnership Guidelines

Companies want to promote their affiliation with CASA and we should be prepared to give them the framework in which to do so appropriately. With the enormous growth of corporate and cause relationships in the past decade, the team has learned a great deal about creating a consistent brand presence, and therefore, we recommend establishing partnership guidelines as a brand protection strategy.

The purpose of these guidelines is to help state and local CASA programs create business marketing relationships that further the mission, expand the reach of CASA programs and messaging, and protect our brand integrity.

As a respected and admired charity, CASA has been and will continue to be approached by corporate entities locally and nationally with offers to “work together” or “partner” on a multitude of marketing and fundraising efforts. Our brand should be recognized for the associated value it can bring to for-profit brands. However, not all of these proposed “partnerships” are the right opportunities for CASA.

These guidelines will address the most common ethical and business concerns raised in developing marketing relationships with companies. By consistently applying these guidelines, we hope to minimize the risk that we will inadvertently enter into relationships that could be publicly embarrassing, dilute the value of our brand or cause legal or reputation related issues to the organization.

In short, these guidelines serve to ensure that CASA and its affiliated organizations make sound choices when pursuing business partners. These guidelines are not meant to be limiting of any CASA entity’s partnership; rather, these are a guide to better facilitate successful marketing partnerships by creating a framework to determine what partnerships are permitted in hopes of saving valuable time and effort.



# Partnership guidelines

## Engagement: Our Philosophy

Business partnerships are essential to CASA's pursuit of advancing our mission and to helping us achieve our vision of a CASA volunteer for every child who needs one. Presenting us with an opportunity to increase our national awareness with a variety of audiences, business partnerships also allow CASA to engage employees and consumers in our mission.

A successful partnership is one that brings added value to each party, including the consumer, and leverages the combined resources to form a mutually-beneficial, long-term partnership. In order to make sure that our partners and supporters feel proud of the marketing programs and promotions created to support CASA, it is important to always establish a financial structure that has a baseline minimum commitment and defined time period.

It is National CASA's belief that the foundation of a successful partnership with a member of the business community reflects a commitment to leverage the strengths of the parties involved for the purpose of generating significant funds and exposure. Therefore, we enter into national and local partnerships that provide reach and revenue to support both the mission of CASA and our partners' business and marketing objectives. These partnerships have measurable goals with tracking and evaluation of predetermined objectives.

With all cause marketing programs, we ensure that consumers are provided with educational information and a way to contact CASA for further information. To that end, it is critical to have a focused, coordinated and unified communications strategy. The absence of a clear and transparent call to action or explanation of how customers can participate is a missed opportunity and could potentially confuse the public.

### General Principles

- ❖ CASA strongly adheres to the Better Business Bureau cause-marketing standards. [Link to Standard 19](#)
- ❖ With everything we explore, we must always protect the reputation and image of CASA.
- ❖ All cause-related marketing programs must be approved in advance and documented in a written understanding between the parties.
- ❖ CASA and its supporters do not endorse any products, goods or services.

# Partnership guidelines

## Engagement: Our Philosophy *Continued*

### **Better Business Bureau Standard 19**

In order to ensure consumer confidence in our partnerships, CASA 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 for every [item] sold" or "20% of your purchase will be donated to CASA."
- ❖ The duration of the campaign. For example, "the month of October", or "in 2012" or "spring 2012".
- ❖ 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."

# Partnership guidelines

## Ways to Partner with CASA

Never has the world of brands and consumer culture been more closely aligned with giving – media, products, ads all suffused with appeals to our charitable instincts. Whether it’s known as corporate citizenship, strategic philanthropy, values-led marketing, cause branding or cause marketing, corporate giving by any name is an increasingly essential part of a company’s identity. The definition of cause marketing varies wildly as do the resources, timelines, guidelines and criteria for execution. In its simplest form, cause marketing is a commercial activity by which a company and CASA form a partnership to market an image, product or service for mutual benefit – thus CASA becomes a “marketing partner” not just a charitable recipient.

- ❖ **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.
- ❖ **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 or not 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.
- ❖ **Cause Marketing and/or 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. Specifically, Corporate Sponsors/Cause Marketing Partners are looking to borrow the affinity of the CASA name and brand in order to further marketing objectives by supporting CASA initiatives/programs.

# Partnership guidelines

## Ways to Partner with CASA *Continued*

- ❖ **Awareness:** awareness occurs when a business donor provides a business asset that builds significant attention for CASA. This can be accomplished by providing advertising space on communication media such as television, print, out of home or digital. This can also occur when an organization garners earned media through 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 us 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.
- ❖ **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.
- ❖ **Third-Party Fundraiser:** a company, community group or individual that raises funds by collecting donations on CASA's behalf yet is not a CDP or CRM. For example, a third party fundraiser could include a local club that hosts a golf tournament and designates CASA as the fundraising beneficiary. *Click here to view National CASA's Third Party Fundraising Agreement Form (pending).*

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. Thank you for following these protocols.

# Partnership guidelines

## Evaluating Business Prospects

Potential partners of CASA must be carefully screened to fully consider the reputation of the potential partner, as well as the products and services they provide, so that CASA does not receive an unfavorable reputation or bad press due to the partnership. Please review the following sections to evaluate how a company's reputation may affect the reputation of CASA.

- ❖ **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.
- ❖ **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

# Partnership guidelines

## Negotiating Terms

When negotiating the terms of a partnership, bear in mind the value of an association with CASA 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 should always request that our partners:

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

## Partnership Structure

In the development of a partnership, a company may pass through the above filters of approved industries or companies; yet that does not automatically make that company the right partner or the right opportunity. A company may propose a partnership structure that would be to the detriment of CASA. Below are a few tips to look out for:

- ❖ **Product Endorsement:** CASA 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 approvals. 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 to limit sponsorship rights to those companies that entered into partnership with CASA.

# Partnership guidelines

## Partnership Structure *Continued*

- ❖ **Control:** CASA 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 by CASA 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 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. However, if the promotion would require CASA to essentially conduct all promotional effort or commit major resources in order to actualize the fundraising potential, the relationship would not be approved. Examples could be:
  - A company provides its product or service with the proceeds going to CASA, but expects CASA to conduct all sales.
  - 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.

# Partnership guidelines

## Agreement and Key Terms

Once a marketing partner has met all other requirements, additional steps are recommended in the development of a potential 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. It is in the best interest of CASA, network wide, that partnerships be finalized using the templates prepared by CASA. Furthermore, 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. **An example of a Partnership Agreement can be downloaded here (pending).**

**Minimum Commitment:** If a company is partnering with CASA (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 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 CASA’s 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. 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 [Susan Schroeter](#) or [Kristine Templin](#). We look forward to working with you!*