**Believe in the Blue**

**It’s time to plan your Believe in the Blue Campaign.**

**Here’s how:**

1. **Make a commitment.** Plan to conduct a 2-hour public awareness campaign in your town and distribute promotional materials on strengthening families to prevent child abuse.

2. **Order your Believe in the Blue Campaign Kit.** You will receive a variety of materials; from tip cards, magnets and brochures, for your Believe in the Blue project. Call 1-800-924-2643 or order your kit online at www.believeintheblue.org (click on “Clubs” then “Order Kit”).

3. **Set the location.** Contact a store that gets a good amount of foot traffic or set up at a community center, library, fair or festival, and get permission to distribute items.

4. **Get your team organized.** Make sure you have a good representation of club members for your event. Dress in your club shirts or in blue clothing to show spirit and “Unity for Service.”

5. **Promote your event.** Contact the media to let them know the details of your event (Visit www.believeintheblue.org for tools and resources). Designate a spokesperson and have them prepared to do an interview. Mention your Exchange Club as sponsor of the event, and share a tip card with the reporter. Take a picture of your group, write a story and send it to your local daily or weekly newspaper.

6. **Set the date.** Select the best day in April that works best for your club for your Believe in the Blue project.

7. **Tell us what you have planned.** Go to the Believe in the Blue website and click on “Clubs” then “Tell us about your Plan” and let us know by March 30th. We would like to include a few events in our national release, as well as list your event on the NEC website.

**April is National Child Abuse Prevention Month**

Join Exchange Clubs across our great country and make a real difference in Strengthening America’s Families!

Let’s make this the biggest Believe in the Blue event ever, and thanks for all you do for America’s families!