

# Believe in the Blue

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

*Here's how:*



**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.



**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](http://www.believeintheblue.org) (click on "Clubs" then "Order Kit").



**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.



**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."

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



**Promote your event.** Contact the media to let them know the details of your event (Visit [www.believeintheblue.org](http://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.



**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 30<sup>th</sup>. 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!*



**EXCHANGE**

THE NATIONAL EXCHANGE CLUB  
America's Service Club

[www.believeintheblue.org](http://www.believeintheblue.org)