

The background features a large, stylized illustration of two hands, one above and one below, cupping a child. The hands are rendered in a light blue color, and the child is represented by a darker blue silhouette. The overall theme is care and protection.

# CHILD USA

COMMUNITY AMBASSADOR  
TOOLKIT

*Dear Community Ambassadors,*

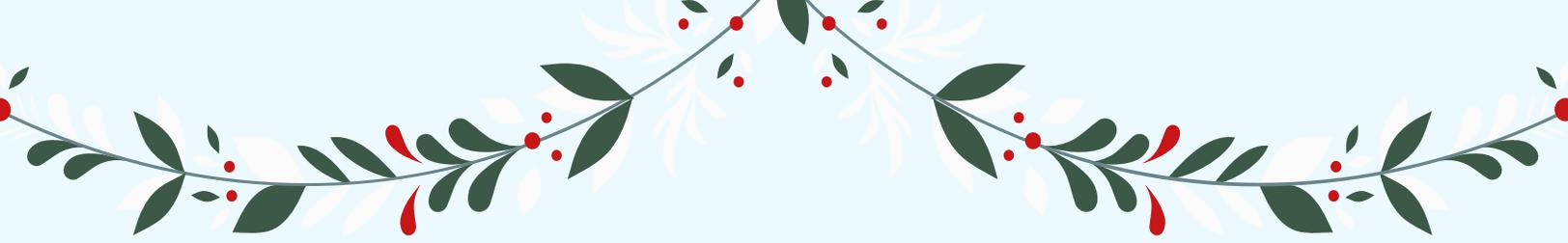
I want to extend a sincere thank you for your commitment to CHILD USA's mission of ending child abuse and neglect. We are so fortunate to have dedicated ambassadors like you who are willing to devote your time and energy to amplify our message and our work. I am thrilled to provide you with our new Community Ambassador Toolkit, a resource with guidelines to assist you in putting together DIY micro-fundraising events in your local community. To register an event, please email [sunwalla@childusa.org](mailto:sunwalla@childusa.org) and we will forward along CHILD USA branded materials! We look forward to continuing the fight against child abuse with you by our side and working tirelessly #SoKidsStayKids.



Marci A. Hamilton

CEO, Founder, and Academic Director of CHILD USA





# END-OF-YEAR FUNDRAISING

*The holidays are a perfect time for fundraising. Here are some seasonal ideas sure to put everyone in the giving spirit.*



## Holiday Bake Sale

Make some holiday-themed cookies or baked goods and sell them to friends & family for a good cause. Bake sales at your local school, church, synagogue, or mosque are also very popular this time of year.



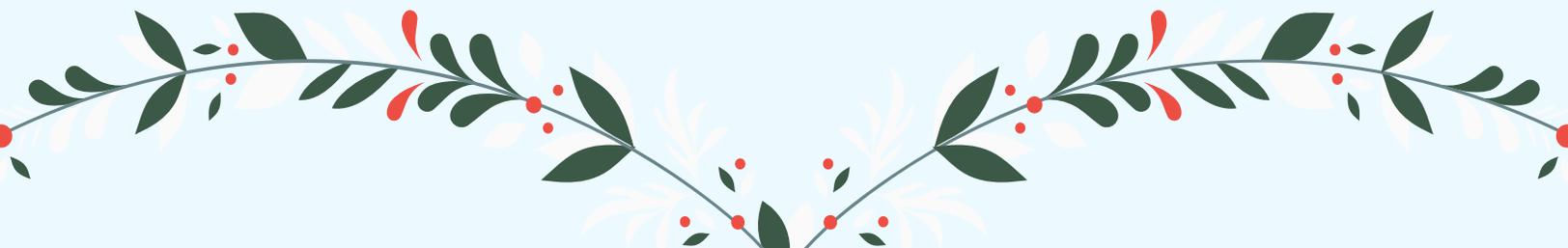
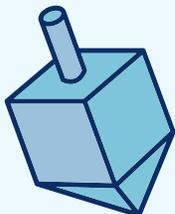
## Caroling

Organize a group and head out caroling! Don't forget to collect donations after every stop. Make sure you mention all proceeds will go to CHILD USA to prevent child abuse and neglect.



## Make It Your Own

Feel free to design your own holiday-themed fundraiser! Have a dreidel competition and give the gelt to CHILD USA! The possibilities for small holiday events are *endless* - and easy to charge guests for entry.



# Community Ambassador

## DIY MICRO-FUNDRAISERS

### Facebook Events

Birthdays and other events are great opportunities for fundraisers. Reach out to friends whose birthdays are coming up and ask them to host a birthday fundraiser for CHILD USA.

### Host

Host a cocktail party or a lunch party at your home, with everyone attending making a donation as a "ticket."

### Bingo Night

Everyone pays per card they play and proceeds go to CHILD USA. You can find bingo party kits online or at novelty shops.

### Local Businesses

Ask a local restaurant, retailer, grocery store, or any other business to donate one day of profit to CHILD USA.

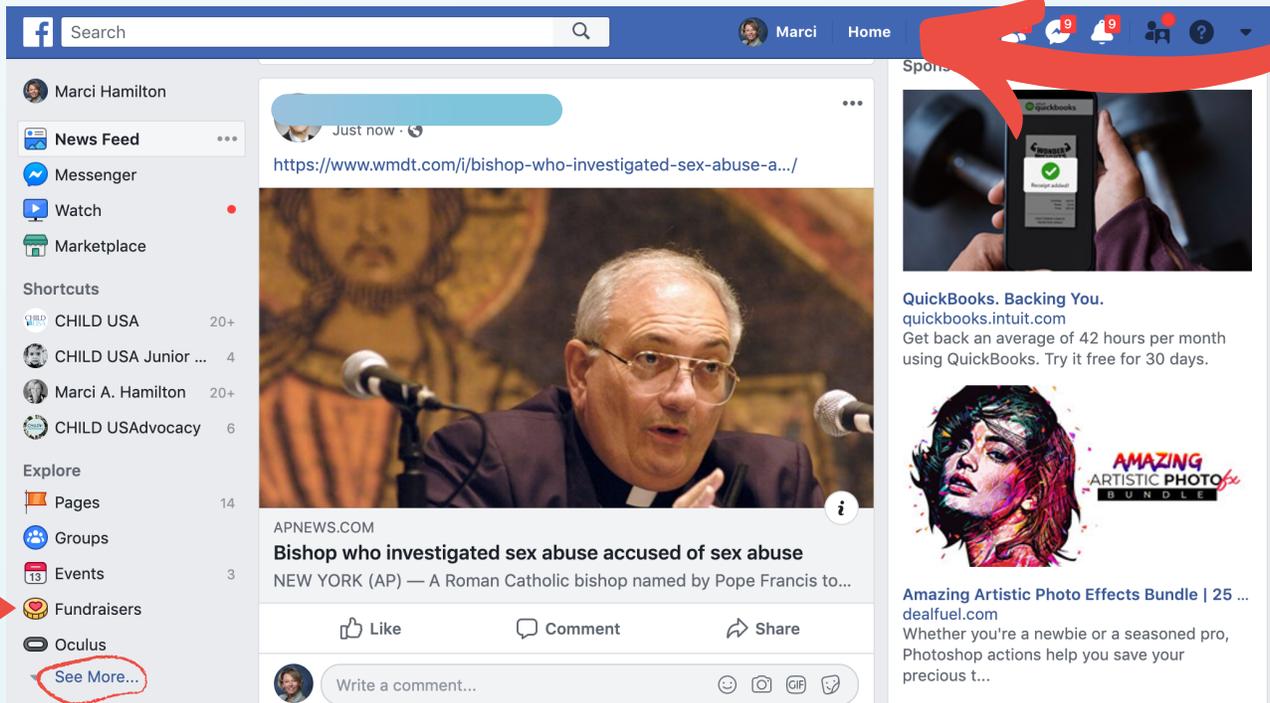
### Local Children's Groups

Have a local girl scout troop, children's charity, or sports team host an event to raise funds.

# How To: Facebook Fundraiser

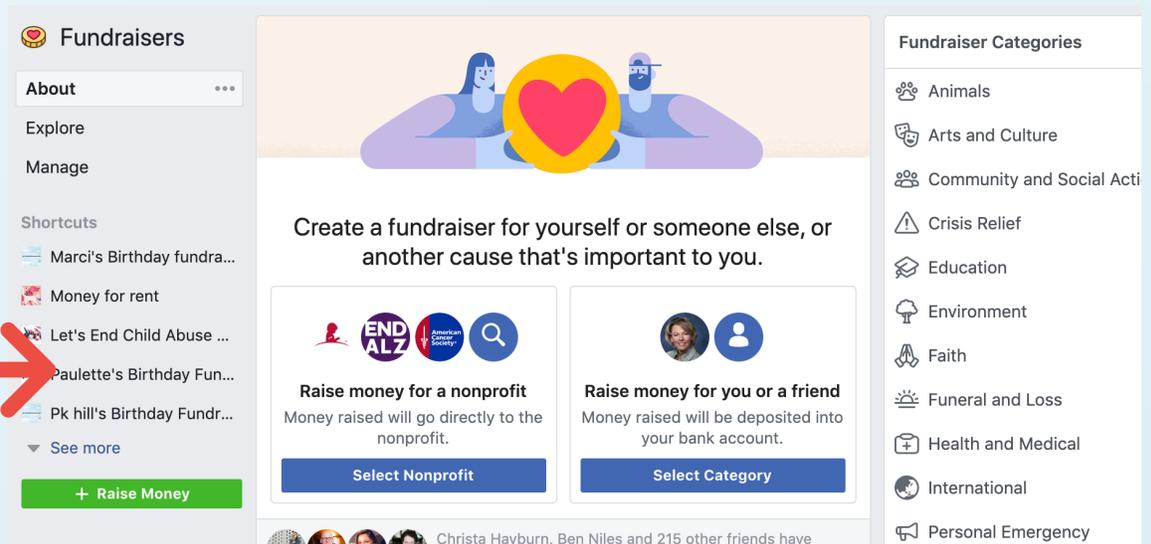
## STEP ONE

- Go to facebook.com. Log in.
- Click the button on the top blue bar that says "Home."
- Click the button that says "Fundraisers" on the left side bar under word "Explore."



*If you don't see "Fundraisers" listed directly under "Explore," click on "See More." The list will expand to show "Fundraisers."*

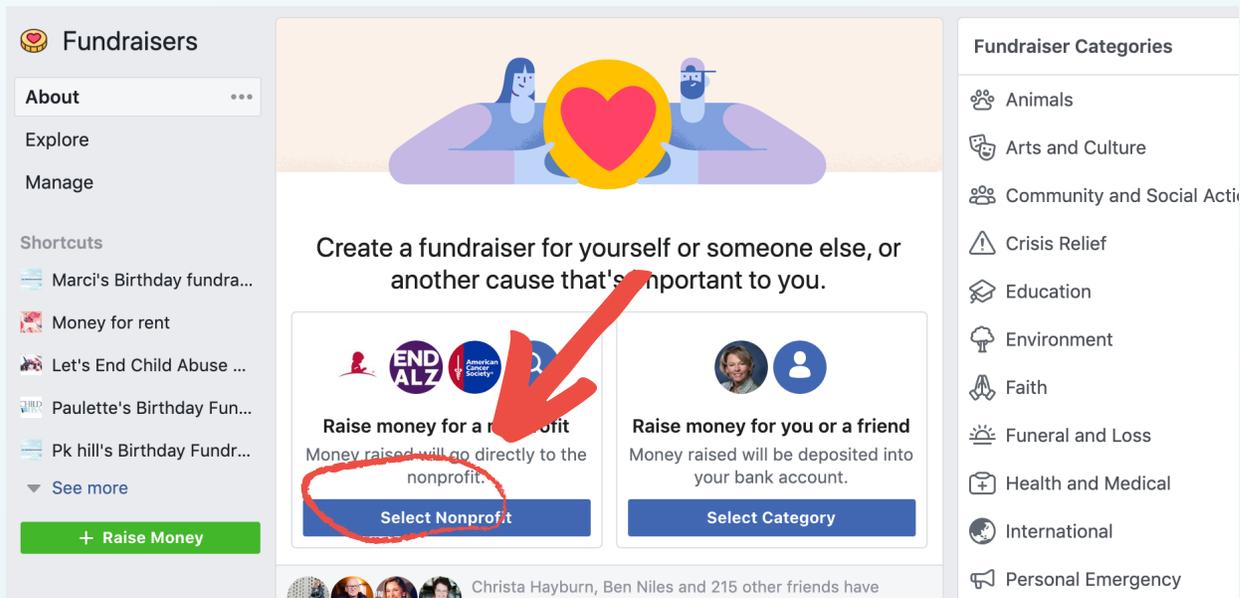
Once you click on "Fundraisers," you should be directed to this page.



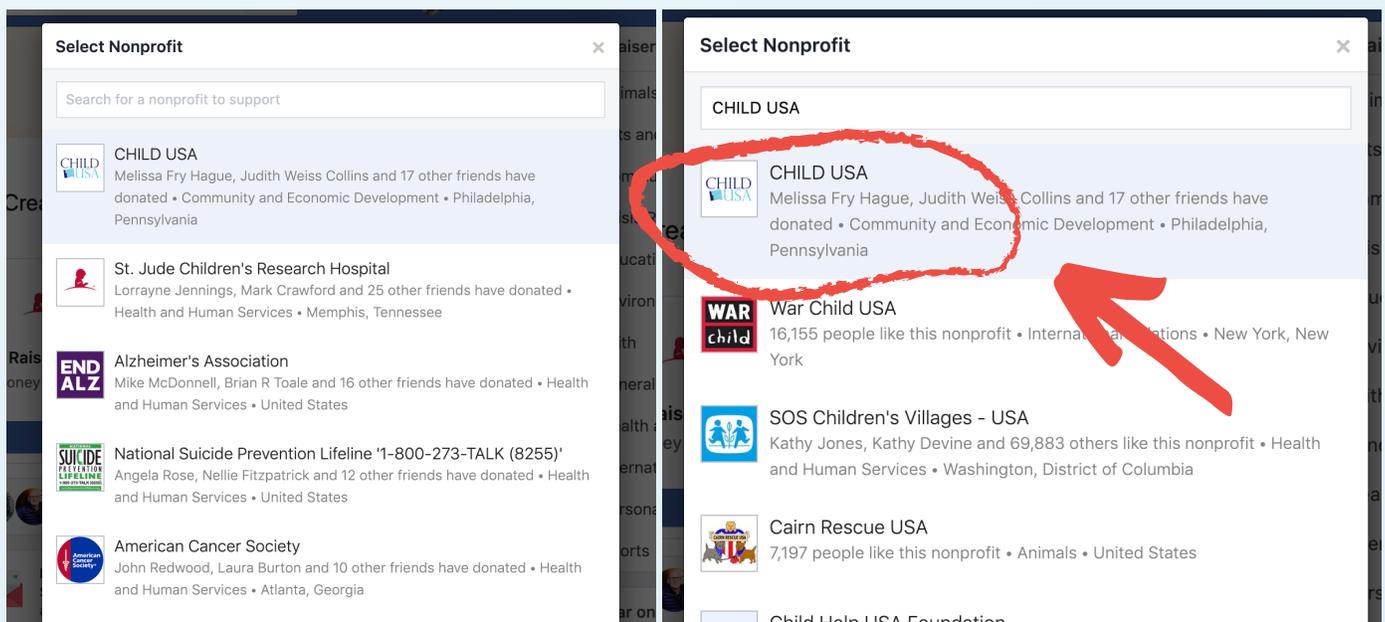
# How To: Facebook Fundraiser

## STEP TWO

From this page, click on "Select Nonprofit"



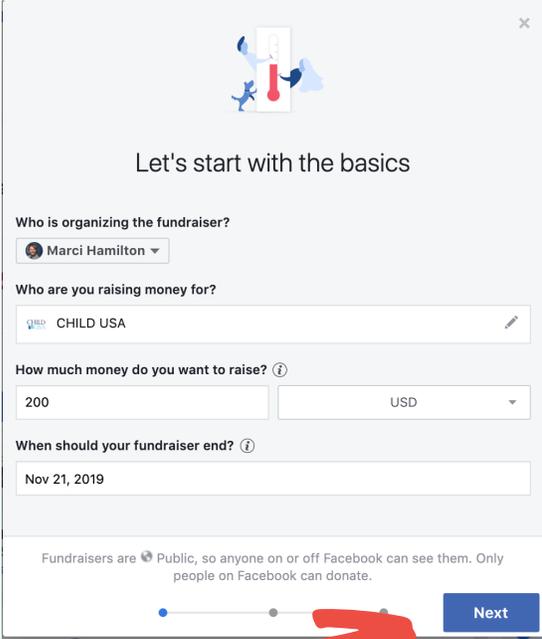
A window will pop up - type in CHILD USA until you find us. Click on the highlighted box.



# How To: Facebook Fundraiser

## STEP THREE

1) Set your fundraising goal and end date. Click Next.



Let's start with the basics

Who is organizing the fundraiser?  
Marci Hamilton

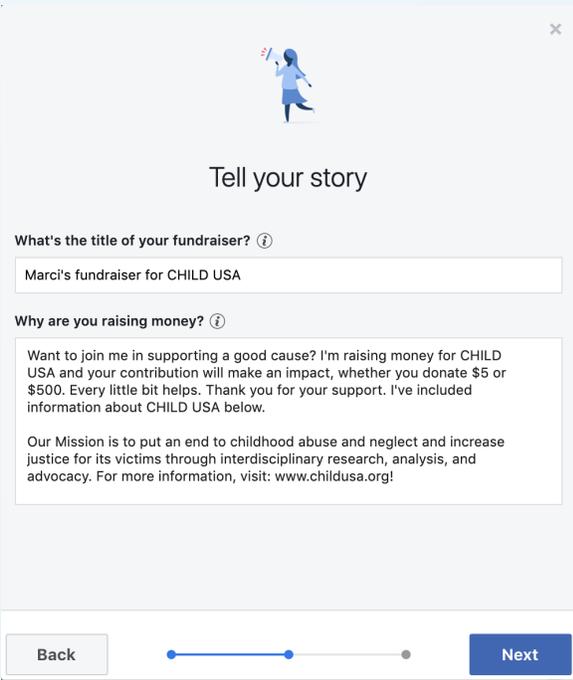
Who are you raising money for?  
CHILD USA

How much money do you want to raise? *(?)*  
200 USD

When should your fundraiser end? *(?)*  
Nov 21, 2019

Fundraisers are Public, so anyone on or off Facebook can see them. Only people on Facebook can donate.

Next



Tell your story

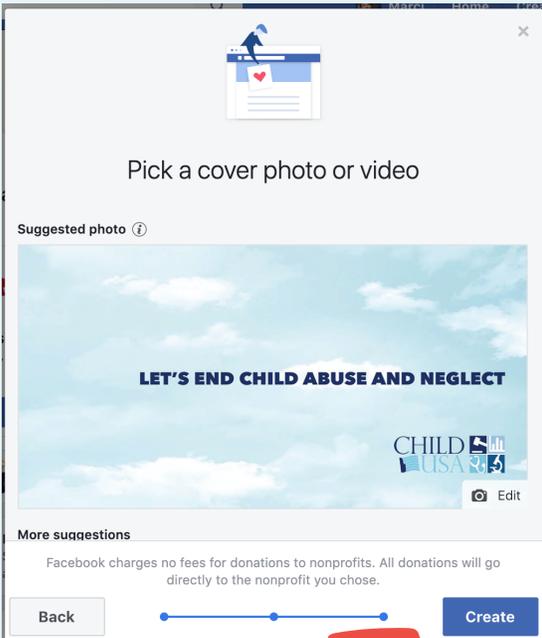
What's the title of your fundraiser? *(?)*  
Marci's fundraiser for CHILD USA

Why are you raising money? *(?)*  
Want to join me in supporting a good cause? I'm raising money for CHILD USA and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support. I've included information about CHILD USA below.

Our Mission is to put an end to childhood abuse and neglect and increase justice for its victims through interdisciplinary research, analysis, and advocacy. For more information, visit: [www.childusa.org](http://www.childusa.org)

Back Next

2) Create a title and description. Click Next.



Pick a cover photo or video

Suggested photo *(?)*  
LET'S END CHILD ABUSE AND NEGLECT  
CHILD USA

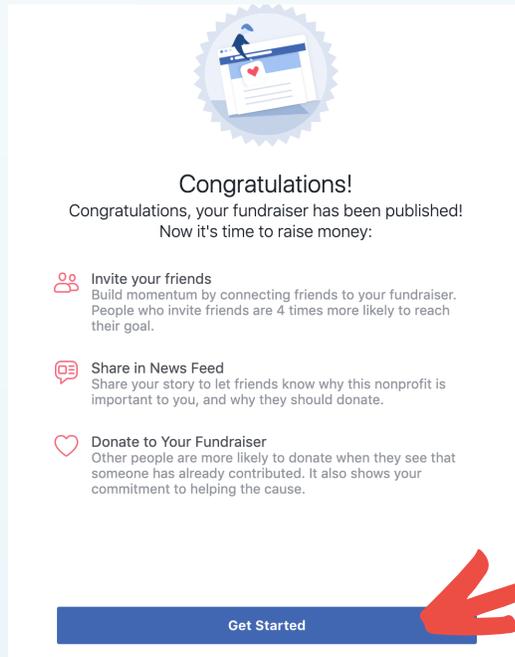
More suggestions  
Facebook charges no fees for donations to nonprofits. All donations will go directly to the nonprofit you chose.

Back Create

3) Pick a cover photo then click "Create" in the bottom left corner.

# How To: Facebook Fundraiser

## STEP FOUR

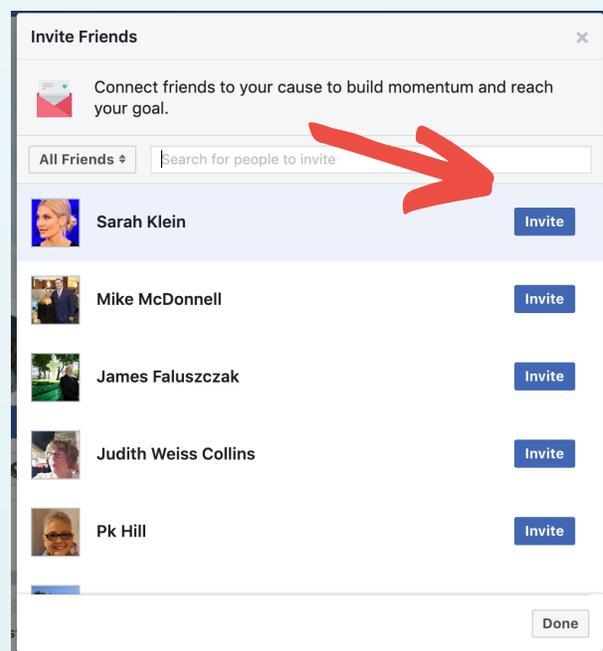


**Congratulations!**  
Congratulations, your fundraiser has been published!  
Now it's time to raise money:

- Invite your friends**  
Build momentum by connecting friends to your fundraiser. People who invite friends are 4 times more likely to reach their goal.
- Share in News Feed**  
Share your story to let friends know why this nonprofit is important to you, and why they should donate.
- Donate to Your Fundraiser**  
Other people are more likely to donate when they see that someone has already contributed. It also shows your commitment to helping the cause.

**Get Started**

It's created! Click on "Get Started" and begin inviting friends by clicking on "Invite."



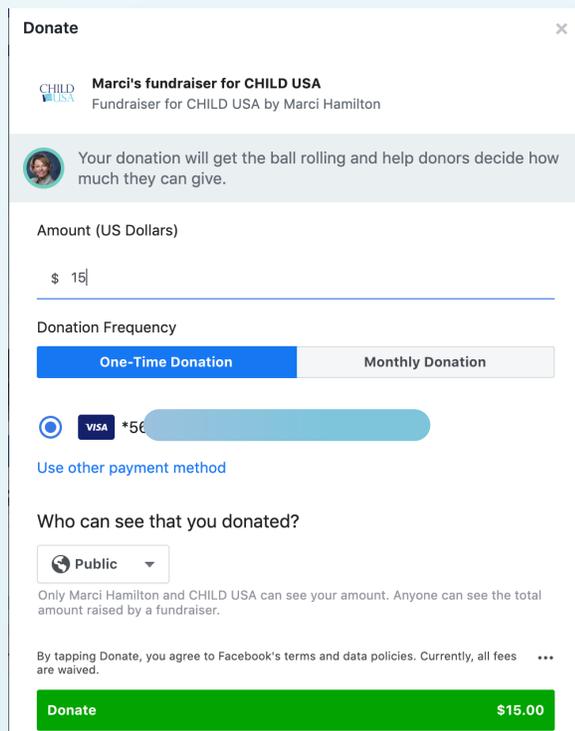
**Invite Friends**

Connect friends to your cause to build momentum and reach your goal.

All Friends ▾ Search for people to invite

-  Sarah Klein **Invite**
-  Mike McDonnell **Invite**
-  James Faluszczak **Invite**
-  Judith Weiss Collins **Invite**
-  Pk Hill **Invite**

**Done**



**Donate**

**Marci's fundraiser for CHILD USA**  
Fundraiser for CHILD USA by Marci Hamilton

Your donation will get the ball rolling and help donors decide how much they can give.

Amount (US Dollars)  
\$ 15

Donation Frequency  
**One-Time Donation** Monthly Donation

 \*56

Use other payment method

Who can see that you donated?  
**Public**

Only Marci Hamilton and CHILD USA can see your amount. Anyone can see the total amount raised by a fundraiser.

By tapping Donate, you agree to Facebook's terms and data policies. Currently, all fees are waived.

**Donate \$15.00**

Making a little donation from yourself can get friends and family involved.

# How To: Facebook Fundraiser

## LAST STEP

It's done! To share on your timeline click on "Share."

**Fundraisers**

About  
Explore  
Manage

**Marci's fundraiser for CHILD USA**

Shortcuts

- Marci's Birthday fundra...
- Money for rent
- Let's End Child Abuse ...
- Paulette's Birthday Fun...
- Pk hill's Birthday Fundr...

See more

+ Raise Money

**LET'S END CHILD ABUSE AND NEGLECT**

CHILD USA

**Marci's fundraiser for CHILD USA**  
Fundraiser for CHILD USA by Marci Hamilton

Invite

Donate Share More

\$0 raised of \$200  
Be the first to donate!

**Fundraiser Progress**

No one has donated to your fundraiser yet. Invite friends and share your story to build momentum.

0 donated 0 invited 0 shared

**Invite Friends**

People who invite friends raise more money. We recommend inviting about 135 people.

Add friends to fundraiser...

- Sarah Klein + Invite
- Mike McDonnell + Invite
- James Faluszcak + Invite

See More

Post Photo/Video Live Video

# Community Ambassador

## EVERYDAY SUPPORT

Encourage your friends and family to do their holiday shopping on Amazon Smile to benefit CHILD USA.

- Go to [smile.amazon.com](https://smile.amazon.com) and select CHILD USA as the charity you would like to support.

Follow us on social media, FB, Twitter, and Instagram, and encourage your friends and family to do so, too!



@CHILD\_USA



CHILD USA



@childusathinktank



@childusa

Share the materials included in this packet on social media or print out and share them with members of your community.

Our survivor toolkits for states with current windows!  
All are available at:  
[childusa.org/sol](https://childusa.org/sol)

# METHODS OF PAYMENT



On our website:  
[www.childusa.org/why-give](http://www.childusa.org/why-give)

download the app,  
create an account, and  
send your donation to  
@CHILD-USA

[www.paypal.com/us/home](http://www.paypal.com/us/home), sign into your  
account, and send your  
donation to  
[info@childusa.org](mailto:info@childusa.org)

## Amazon Smile



## Cash App



## COIN UP

[www.smile.amazon.com](http://www.smile.amazon.com),  
log into your amazon  
account, and you will be  
directed to select an  
organization. Choose  
CHILD USA and we will  
receive a portion of  
every purchase  
you make

go to [cash.app](http://cash.app) or  
download the app,  
create an account,  
type "\$CHILDUSA"  
into the "to" box,  
enter donation  
amount, and click  
"pay"

[www.coinupapp.com](http://www.coinupapp.com)  
or download the app,  
create an account,  
select children &  
youth category,  
search CHILD USA,  
select charity, enter  
your info, and donate



## Crowdfunding



crowdrise™

[www.charity.ebay.com](http://www.charity.ebay.com), search  
CHILD USA, click "make a  
donation," choose your amount,  
and you will be prompted to log  
into your PayPal account

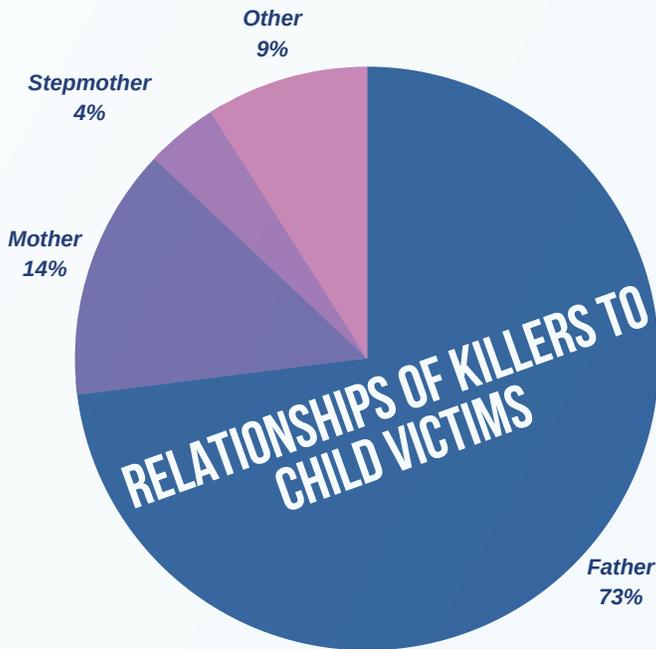
check our facebook page, CHILD USA  
Think Tank, for updates on  
crowdsourcing opportunities or  
create your own (GoFundMe,  
Crowdrise, and others)



for corporate fund matching only



# FACTS & FIGURES



\*data provided by the Center for Judicial Excellence; last updated June 18, 2019



The estimated average cost of a single sexual assault in the US =

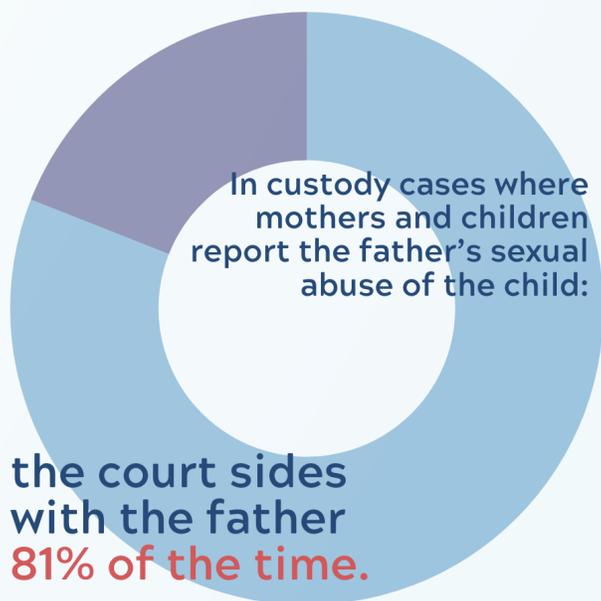
**\$240,776**

The total cost to the US of the almost 5 million domestic violence cases per year =

**\$460 billion**



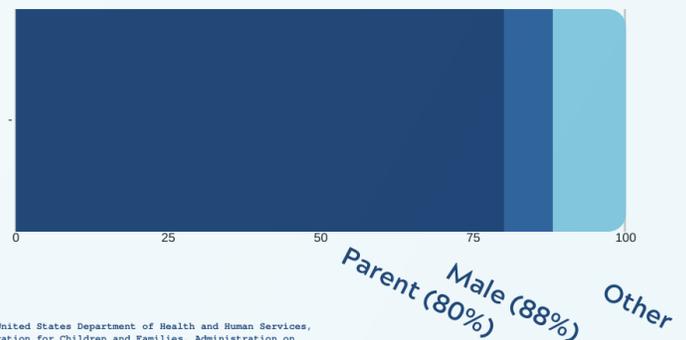
Source: The Cost of Crime to Society, 2010 (McCollister, French, Fang), as reported by The Washington Post "The Cost of Domestic Violence is Astonishing" (2018)



Source: DV LEAP pilot study of family court outcomes, 2017



Of the yearly **63,000** child sexual abuse cases substantiated, or found strong evidence, by Child Protective Services, the perpetrator was most often a:



Source: United States Department of Health and Human Services, Administration for Children and Families, Administration on Children Youth and Families, Children's Bureau, 2016, as reported by RAINN (2018)

# 9 Ways Parents can Prevent Child Abuse

- 1** Establish open communication with your child
- 2** Explain the concept of protecting private areas using correct terminology
- 3** Be suspicious of adults who want to spend too much time or lavish too much attention on your child
- 4** Demand an open-door policy during lessons, practices, and daycare, etc.
- 5** When your child says they feel uncomfortable, stop and listen
- 6** Learn how to report abuse in your state and who must report, like your doctor
- 7** Explain that any touching that feels unsafe is unsafe
- 8** Teach the difference between healthy and unhealthy secrets
- 9** Never leave your child alone. High risk locations for children are:



Cars  
Hotel Rooms  
The Confessional  
Dorm Rooms  
Doctors & Dentist Offices  
Dressing Rooms  
Locker Rooms  
Bathroom Stalls

**#SOKIDSSTAYKIDS**



**CHILD  
USA**

# What Every Parent Needs to Know

**1**

**Child sex abuse is common:  
1 in 4 girls and 1 in 6 boys will be  
sexually abused**

**2**

**90% of perpetrators  
are known to the child**

**3**

**78% of sex abuse happens  
in the home**

**4**

**70% of rapes happen  
against children**

**5**

**36% of perpetrators are from  
the family**

**6**

**Only 7% of perpetrators  
are strangers**

**#SOKIDSSTAYKIDS**



# Five Important Lessons

1. Child sex abusers "groom" their victims.
2. They groom the *families* of the victims to get access to the victims
3. They seek to separate their victims from their support systems.
4. They work *very* hard to get children alone.
5. They prey on the fact that children do not know what child sex abuse is.

## Trusted Resources

- 1** CHILD USA: [www.childusa.org](http://www.childusa.org)
- 2** CHILD USA Advocacy: [www.childusadvocacy.org](http://www.childusadvocacy.org)
- 3** To find a Child Advocacy Center near you visit: [www.nationalchildrensalliance.org/](http://www.nationalchildrensalliance.org/)
- 4** For free access to research often needed in child abuse cases visit: [www.nationalcac.org](http://www.nationalcac.org)
- 5** RAINN – Rape, Abuse, & Incest National Network: [www.rainn.org](http://www.rainn.org)
- 6** The National Sexual Assault Telephone Hotline: 1-800-656-HOPE (4673)
- 7** NCVC – The National Center for Victims of Crime: [victimsofcrime.org/help-for-crime-victims](http://victimsofcrime.org/help-for-crime-victims)
- 8** The National Suicide Prevention Hotline: 1-800-273-8255
- 9** The National Center for Exploited and Missing Children: [www.missingkids.org/gethelpnow](http://www.missingkids.org/gethelpnow)
- 10** The National Human Trafficking Hotline: 1-888-373-7888

**THANK YOU  
FOR JOINING  
THE FIGHT TO  
END CHILD  
ABUSE AND  
NEGLECT!**

