



APRIL

Is #CHILDABUSEPREVENTIONMONTH

THE PATH TO A WORLD WITHOUT  
CHILD ABUSE AND NEGLECT IS **HERE**  
... AND **YOU** CAN

help  **ght** the way

Thanks for downloading our social media  
tool kit! Let's get started.



Champions  
For Children

**FAMILY**  
EDUCATION • SUPPORT • RESOURCES

# Virtual Volunteer

Thank you for joining our **Child Abuse Prevention Month** campaign! By simply sharing information and resources with your online community, you are educating our community and helping us spread awareness about preventing child abuse and neglect.

## Before you get started:

- Follow us on your favorite social media channels  
(See handles at the bottom of the page)
- Commit to posting twice per week on the social media platform(s) of your choice during the month of April
- Hashtags are great to use on social media to help reach different audiences. Use all or a few of these hashtags: *#ChildAbuselsAPattern*  
*#ChildAbusePreventionMonth* *#CAPmonth*  
*#WearBlue4Kids* *#StopChildAbuse* *#Awareness*  
*#Prevention* *#LightTheWay* *#ChampionsForChildren*
- Be sure to tag Champions in your posts!  
(See our handles at the bottom of the page)



@cfctampabay



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# Captions & Graphics

We encourage you to use the following captions on your page to promote Child Abuse Prevention Month. Feel free to create your own captions or share posts from our page.

*\*Don't forget to tag Champions and use hashtags!*

**[Click here to download the graphics and captions.](#)**



Help #LightTheWay to a Tampa Bay without child abuse and neglect. I'm asking my network to join me in spreading awareness by sharing this post. Like @cfctampabay to get involved or donate. #ChildAbusePreventionMonth #StopChildAbuse #Awareness #Prevention

April is Child Abuse Prevention Month! Join me in spreading awareness by wearing blue on April 1 and sharing your photos. #LightTheWay #ChildAbusePreventionMonth #WearBlue4Kids #StopChildAbuse #Awareness #Prevention



April is Child Abuse Prevention Month, and I'm encouraging all my friends in Tampa to follow Champions for Children. During this Month, let's raise awareness for children and families in need. Visit @cfctampabay to learn more. #CAPmonth #ChildAbuselsAPattern #Prevention

During Child Abuse Prevention Month, I'm asking my friends and colleagues to make a donation to @cfctampabay to support children and families in need.



Did you know Hillsborough County ranks the highest in the state for reported cases of child abuse and neglect? We have to change this pattern and I'm taking the first step by spreading awareness. Follow @cfctampabay to learn more #CAPmonth #Prevention #awareness



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# Facebook Options

## Donate & Like Buttons

Before you submit each post, be sure to click the option "Support Nonprofit" and select **Champions for Children** to add a **DONATE** button to your post. Your Facebook friends will be able to **LIKE** and **DONATE** to Champions with the click of a button!

## Facebook Fundraisers

You also have the opportunity to help raise funds for Champions by creating a Facebook Fundraiser! Donations provide support to build stronger families through child abuse prevention and family education programs. Starting your own Facebook fundraiser is easy! Here's how to do it:

1. Log into your personal Facebook account on your smartphone, tablet, or computer.
2. Click the FUNDRAISERS tab under "Explore."
3. Click the RAISE MONEY button to get started.
4. Select Champions for Children under NONPROFITS.
5. Set your desired GOAL AMOUNT and choose the END DATE as April 30.
6. Use the following description: April is Child Abuse Prevention Month! Join me in raising awareness and funds for Champions for Children to help provide support to building stronger families through child abuse prevention and family education programs. Your contribution makes a difference, whether it's \$10 or \$100. Every little bit helps. Thank you for your support! Please visit [www.cfctb.org](http://www.cfctb.org) for more information about the organization.
7. Once you click CREATE, your Facebook friends will be able to donate to Champions with the click of a button! Don't worry if you don't meet your goal amount. Whatever amount you can raise makes a difference!



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# Child Abuse Prevention Month

Hillsborough County ranks the highest in reported cases of child abuse in neglect in the state of Florida. Each day in our county, four children will be removed from their family homes due to child abuse and neglect, and half of those children will be under 5 years old. Once it occurs, the impact of child abuse and neglect extends far beyond childhood. It doesn't have to be this way.

By intervening early, Champions is working to prevent abuse and neglect before they even happen. We offer services for every family, from those who just need a little extra help to those who are deeply struggling with risk factors like substance abuse, health issues, domestic violence, financial hardship, or chronic stress. Regardless of the circumstance, we help parents and caregivers to become the best they can be so their child develops into the best person they can be — healthy, happy, productive members of society.

We invite you to help change the pattern of child abuse in our community by joining our Child Abuse Prevention Month campaign throughout April. Becoming a virtual volunteer! You can be a leader of change simply by sharing information and resources with your online community. This toolkit will serve as your guide to promoting awareness throughout the month.



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