

CTF LICENSE PLATE TOOLKIT



ALABAMA DEPARTMENT OF
Child Abuse & Neglect Prevention
Children's Trust Fund of Alabama

Alabama Department of Child Abuse and Neglect Prevention Children's Trust Fund's **Kids' Plate Campaign**

HISTORY

Alabama Department of Child Abuse and Neglect Prevention, Children's Trust Fund (CTF) provides annual funding to community-based programs across the state dedicated to preventing child abuse and neglect. This agency awards grants statewide covering a range of prevention efforts, including parent education, home visiting, fatherhood, mentoring, respite care, and community awareness programs.

PURPOSE

The CTF license plate was created in 1999 to raise money for child abuse and neglect prevention. A portion of the specialty plate fee goes directly to the CTF of AL.

TOOLKIT

included in this promotional toolkit are:

- **Sample Letter-** Copy, paste, and edit this letter to address your staff, board members, partners and supporters. Let them know about the CTF License Plate and how to purchase!
- **Ways to Promote-** This page includes fun examples of ways to promote the CTF License Plate within your organization and community!
- **Postcard and Flyer-** Follow the links to download and print postcards and/or flyers to handout at your next event!
- **Electronic Newsletter Template-** Include information in your electronic newsletter about the CTF License Plate! Use one of the Social Media Images and the caption provided.
- **Social Media Posts-** Follow the links to download images for your Facebook or Instagram. Use the recommended captions provided for each image!

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Sample Letter

to Staff, Board Members, Partners, and Supporters

Dear (____),

At Alabama Department of Child Abuse and Neglect Prevention (Children's Trust Fund) we are dedicated to keeping our children healthy and safe. We wanted to let you know of an easy way to support our work and our mission- by ordering the Kid's Plate! The Children's Trust Fund specialty license plate raises awareness reminding drivers to put children first and is an easy way to help fund our work to build safer, stronger communities for our children.










The Alabama Department of Child Abuse and Neglect Prevention (Children's Trust Fund), a state agency founded in 1983, secures resources to fund evidence-based community programs committed to the prevention of child maltreatment. The agency advocates for children and the strengthening of families. Our prevention efforts include parent education, home visiting, fatherhood, mentoring, respite care, and community awareness programs.

A percentage of the tag purchase price goes directly to fund community-based prevention programs in Alabama. These tags are available at every County Probate office and are tax-deductible.

Together, we can build a successful future for the children in our community. To purchase your license plate, go to <https://www.revenue.alabama.gov/motor-vehicle/license-plate-and-registration-information/>.

Thank you for your support of the Children's Trust Fund!

Ways to Promote the Kids' Plate in Your Organization and Community

-  Staff or Board Meetings / New Board Member, Employee, or Volunteer Orientation
-  One of the best ways to promote the CTF specialty license plate is internally with staff and board members. Be sure to set aside time to provide staff and board members with education on the license plate as well as flyers promoting the license plate.
-  CTF Specialty License Plate Contest
-  Have all staff, board members, and supporters with a CTF specialty license plate, enter a drawing for a chance to win a prize of your choosing!
-  Social Media
-  Encourage your social media followers to purchase a specialty license plate! Post photos of staff and supporters with their CTF tag!
-  Flyers and Postcards
-  Make sure to display flyers in common areas around your office!
-  Have postcards on display to pick up and take to meetings and events!

Sample Flyer & Postcard

ORDER THE KIDS' PLATE

Order the Kids' Plate today!


Help reduce child abuse and neglect in Alabama by investing in high-quality prevention programs. When you purchase a Children's Trust Fund License Plate, a percentage of the cost helps fund community-based prevention programs in Alabama. These tags are available at every County Probate office and are tax deductible.

Together, we can build a successful future for the children in our community. To purchase your license plate, go to _____.

For more information, please visit www.ctf.alabama.gov.

Invest purchase

ALABAMA DEPARTMENT OF
Child Abuse & Neglect Prevention
Children's Trust Fund of Alabama



Download Postcard Here:

https://drive.google.com/file/d/1-or50O4G2i98SM47iq1iuCOYff2l5ES6/view?usp=drive_link

Download Poster/Flyer Here:

https://drive.google.com/file/d/1A9Va2qTW1h8l3mSzBR1lawF0Eap5hiMI/view?usp=drive_link



**ALABAMA DEPARTMENT OF
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ORDER THE KIDS' PLATE

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BUY A TAG THAT FUNDS THE PREVENTION OF CHILD ABUSE AND NEGLECT



LEARN HOW TO PREVENT CHILD ABUSE AT CTF.ALABAMA.GOV OR CALL (334) 262-2951



Share the Kids' Plate With Your Supporters Through Your Electronic Newsletters!

Provide information about the CTF License Plate in your electronic newsletters! Use one of the Social Media Images from the next page and include the caption provided below.

ORDER THE KIDS' PLATE



All children deserve bright successful futures. You can help make it happen. We all play an important role in supporting and strengthening families in our community. The Children's Trust Fund of Alabama and **(YOUR ORGANIZATION NAME)** invite you to show your support for families and children by purchasing a CTF Kids' Plate license plate. When you purchase a CTF license plate, you help provide grants to community organizations working to prevent child abuse and neglect. A portion of each license plate fee goes to The Children's Trust Fund of Alabama – dedicated to creating great childhoods! Join us by visiting ctf.alabama.gov to find out how you can purchase a CTF license plate.

Social Media Content

Suggested Captions



Image 1 *All children deserve positive futures! Help make that happen by ordering the Kids' Plate, Children's Trust Fund's specialty license plate.*



Image 2 *The Children's Trust Fund specialty license plate raises awareness of our work and is an easy way to help fund our work to build safer, stronger communities for our children.*



Image 3 *Over 90% of the purchase price goes directly to fund community-based prevention programs in Alabama! Order the Kids' Plate today at <https://www.revenue.alabama.gov/license-plates/childrens-trust-fund-of-alabama/>*



Image 4 *The Children's Trust Fund specialty license plate raises awareness reminding drivers to put children first and is an easy way to help fund our work to build safer, stronger communities for our children.*

Download Images Here:

<https://drive.google.com/drive/folders/1yLnIwR5XfttJ80m3HNKfXCC6k6skEEI?usp=sharing>