

WV SHINE CAMPAIGN YEAR 2



30 WAYS TO IMPLEMENT SHINE IN YOUR COMMUNITY

1. Share WVCAN & NCA's Facebook posts
2. Buy SHINE pins and give them to staff, volunteers, board, and team members (Scott can order for you!)
3. Take pics with SHINE selfie signs and post on social media
4. Ask local thought leaders (business men/women, clergy, board members, star athletes) to publicly endorse the SHINE campaign on their social media platform, websites, and through advertising -- and "thank them" with a SHINE pin
5. Put up a pledge wall in your CAC for people to add their own message
6. Call your local newspaper reporter and pitch a SHINE story (sample pitches are in the NCA SHINE Toolkit)
7. Draft an op-ed for your local newspaper (sample op-ed is in the NCA SHINE Toolkit)
8. Buy a billboard or two in your community for the SHINE message
9. Call a local radio station and see if you can go on their morning program to chat about the SHINE Campaign and what your CAC is doing
10. Host an Open House at your CAC and make it SHINE-themed
11. Share your SHINE fundraising page on your social media and ask your community to support local kids
12. Update your website with the SHINE logo and campaign messages
13. Buy SHINE stickers for kids when you present on child abuse prevention in their school
14. Hold a Constellation Party and invite other donors to learn more and give
15. Host a Night of SHINE at a local venue to invite STARS who have donated to your CAC
16. Ask survivors and volunteers to be storytellers and post their pic & story/message on your Facebook page during April (contact Stacy for a form to use)
17. For less than \$50 on Vistaprint, order 500 SHINE business cards to distribute (ask Stacy for help!)
18. Ask your board members to make a donation to your CAC using the SHINE portal - your first STARS!
19. Produce pop-up banners with the SHINE theme to take to all community events
20. Invite survivors & supporters to share their story with you (create a SHINE email address for them to use)
21. Send your legislators and other stakeholders a SHINE email message
22. Add the SHINE logo to your email signature
23. Create a SHINE coloring sheet and have all the kids that visit the CAC color one and have a SHINE art show
24. Create SHINE-branded notecards to thank individuals when they donate (contact Stacy for artwork)
25. Wear your SHINE pin everywhere you go and when asked, tell people about the campaign
26. Use your SHINE notebook to keep track of what you do, the conversations you have, and to write down ideas
27. Get SHINE brochures from WVCAN and use them to help share the message
28. Already holding an annual event? Make it SHINE-themed!
29. Ask a staff or board member or volunteer to be in charge of SHINE at your CAC
30. Participate in Day of SHINE on April 1, 2020 by having all your staff wear yellow, post pics on social media, and alert your local media



3=BRONZE



5=SILVER



7=GOLD



wvcAN