Driving Prevention Toolkit
As North Carolina Children's Trust Fund (NC CTF) Grantees, we have a unique opportunity to raise more funds for the grants that allow us continue our work to help strengthen families and communities. Thanks to support from North Carolina Department of Health and Human Services, Prevent Child Abuse North Carolina is offering technical assistance and free materials to all NC CTF Grantees about how to promote the Kids First specialty license plates.

Within this toolkit you will find sample communications pieces that you can use to promote the Kids First license plates in your organization and community. There are three components of the Kids First License Plate Campaign:

**Kids First License Plate Internal Promotion:** We have included letters you can use as templates to educate your organization's board and staff about the NC CTF and encourage them to drive prevention home with their own Kids First license plate.

**Kids First License Plate External Promotion:** We have included materials you can use as samples to encourage community members to get their own Kids First license plates.

**Kids First License Plate Digital Campaign:** Throughout the year we'll demonstrate how we can all raise awareness and drive prevention with the Kids First license plate.

We suggest sharing this toolkit with your organization's leadership staff and communications/marketing staff.

If you have any questions, please reach out to Kris Demers at Prevent Child Abuse North Carolina by email at kdemers@preventchildabusenc.org or by phone 919–829–8009 ext. 619.

You can access and download all of the components included within this toolkit, including images and templates, on the Prevent Child Abuse NC Kids First License Plate Toolkit page.

*Together, we can put kids first and drive prevention!*
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History
The North Carolina Children's Trust Fund (NC CTF) was established in 1983 as part of a national effort to assure all states had funding solely dedicated to preventing child abuse and neglect.

Initially, NC CTF was financed by an annual state appropriation, a portion of marriage license fees, and interest income. A little over a decade ago, NC CTF equaled over $1.7 million.

It took a huge loss in 2000 when the NC General Assembly transferred $1.3 million from NC CTF due to a state deficit. This significant loss hindered NC CTF’s ability to provide grants and funding to agencies, programs, and activities that provide a safe, stable, nurturing environment for all North Carolina children.

NC CTF responded to this loss by creating the Kids First license plate in 1999.

Purpose
NC CTF is the only source of state dollars dedicated solely to child abuse and neglect prevention efforts. NC CTF awards grants to local child abuse prevention agencies and programs, like yours, that build strong families and communities.

NC CTF supports organizations that are collaboratively working within their communities to provide outreach, support, and services to families identified as being at risk of compromised health and safety to eliminate or reduce those risks by promoting protective factors that strengthen and support families.

Funding
The NC CTF currently receives its funding from a portion of marriage license fees, donations, and a portion of the sale of Kids First license plates.

FAQs
What agency administers the NC CTF?
It is administered by the NC Division of Social Services and is part of a national effort to ensure that states have dedicated funding to prevent child abuse and neglect.
Kids First License Plate
History and FAQs

History
The Kids First 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 NC CTF.

FAQs
What is a Kids First license plate?
The Kids First License Plate is a specialty plate that promotes the health and safety of North Carolina children in two ways: 1. By raising awareness on the roads, reminding drivers to always put children first, and 2. By raising funds for the NC CTF.

How does the Kids First license plate raise funds?
A portion of each Kids First license plate ($15) is directly transferred to the NC CTF.

How is the money raised from the Kids First license plates used?
The money raised from the Kids First license plates goes directly to the NC CTF, the only source of state dollars dedicated to the prevention of child maltreatment.

How much does a Kids First license plate cost?
Regular Kids First license plates cost $25. $10 of the plate fee goes to the NCDMV.

Can I get a personalized Kids First license plate?
Yes, you can personalize your plate with up to four characters. There is an additional $30 fee for this service, making your total specialty license plate fee $55.

Are the fees annual, or just one-time fees?
The regular specialized plate fee (and/or the personalized plate fee) are annual fees charged upon renewal of your license plate.

Do I have to wait until my license and registration tags expire?
No, you can purchase a Kids First license plate at any time!

If I purchase a Kids First license plate before my tags expire, will I have to pay my registration fee a second time?
No, you will only have to pay the $25 specialty plate fee for a regular Kids First license plate or the $55 fee for a personalized Kids First license plate.
Dear (board member’s first name),

As a (your organization’s name) board member, you are an important part of our commitment to helping build safe, stable, nurturing relationships and environments for all children in our community. That’s why we wanted to let you know about an exciting easy way to advance our mission.

(Your organization’s name) is a North Carolina Children’s Trust Fund (NC CTF) Grantee. The NC CTF is the only source of state dollars dedicated to the prevention of child maltreatment in North Carolina. The NC CTF awards grants to local child abuse prevention agencies and programs that build strong families and communities, like ours! However, the NC CTF is only funded by a portion of marriage license fees, a portion of the sale of Kids First license plates, and donations.

We know you take our work seriously. That’s why we encourage you to drive prevention home. Raise awareness on the roads for the critical work we are doing, while raising funds to sustain the NC CTF’s invaluable investments in our work and our community. Order your own Kids First license plate today!

Why the Kids First license plate? We know that we can’t do it alone. The Kids First license plate raises awareness and is any easy way to help fund our work to build safer, stronger communities for our children.

We encourage you to take a photo with your new Kids First license plate when you receive it in the mail. Then, share the photo on social media with the following post: “I love my new #KidsFirst license plate and investing in NC’s children!”

If you have any questions about the NC CTF or the Kids First license plates, feel free to reach out to (DEDICATED STAFF MEMBER’S NAME) at (contact email and phone number).

Together, we can build a successful future for the children in our community! To purchase your plate, go to http://bit.ly/2zcivXD

Sincerely,

(First and last name)
(Your title)
(Your organization)
Dear (staff member’s first name),

As a (your organization’s name) employee, you are a critical part of our commitment to helping build safe, stable, nurturing relationships and environments for all children in our community. We know you live and breathe our work. That’s why we wanted to let you know about an easy way you can advance our mission, without even leaving your car!

(Your organization’s name) is a North Carolina Children’s Trust Fund (NC CTF) Grantee. The NC CTF is the only source of state dollars dedicated to the prevention of child maltreatment in North Carolina. It awards grants to local child abuse prevention agencies and programs that build strong families and communities, like ours! However, the NC CTF is only funded by a portion of marriage license fees, donations, and a portion of the sale of Kids First license plates.

We know you would do anything to support NC’s children. That’s why we encourage you to drive prevention home. Raise awareness on the roads for the important work you do each and every day, while raising funds to sustain the NC CTF’s invaluable investments in us and our community! Order a Kids First license plate today!

The Kids First license plate raises awareness and is any easy way to help fund our work to build safer, stronger communities for our children.

We encourage you to take a photo with your new Kids First license plate when you receive it in the mail. Then, share the photo on social media with the following post: “I love my new #KidsFirst license plate and investing in NC’s children!”

If you want to learn more about the NC CTF or the Kids First license plates, feel free to reach out to (DEDICATED STAFF MEMBER’S NAME).

Together, we can build a successful future for the children in our community! To purchase your plate, go to http://bit.ly/2zcivXD

Thank you for all you do!

(First and last name)
(Your title)
(Your organization)
Use these ideas to spread the word about the Kids First license plates in your organization! Come up with your own twist on these fun ways to promote the Kids First license plates with your board and staff members.

**Staff or Board Meetings**
Set aside time during board and staff meetings to present information about NC CTF and the Kids First license plate. Hand out flyers and the brochure with the order form to encourage staff to purchase a license plate.

**New Board Member, Employee, or Volunteer Orientation**
Include a flyer or postcard and the brochure with the order form in all new employee packets. Set aside time during orientation to talk about NC CTF and the Kids First license plate.

**Kids First Contest**
Hold a drawing for all board and staff who have a Kids First license plate. Ideas for prizes can include extra time off, gift certificates to local businesses or restaurants, or gift baskets. Be creative!

**Recognize Board and Staff Online**
Recognize staff who own a Kids First license plate and take a photo of them with their Kids First license plate to share on social media thanking them for their support.

**Post Flyers**
Have a common space in your office like the kitchen, entry-way, or co-working space? Hang a flyer about the Kids First license plate in the common area and leave brochures and flyers for board and staff to pick up and take with them to meetings and events.

**Make it a Competition**
Encourage departments to get their Kids First license plates. Departments where everyone has a Kids First license plate get a special treat - like lunch somewhere, a giftcard, etc.

**Talk About it**
Does your organization use a messaging app like Slack, WhatsApp, or another online communication system? Drop a link to the DMV website where staff can order a Kids First license plate. Or, just send out an email to staff and board!
Dear (Partner/Supporter’s first name),

We thank you for your ongoing support in helping build safe, stable, nurturing relationships and environments for all children in our community. We wanted to let you know about an easy way you can advance our mission, without even leaving your car!

Drive prevention home and help North Carolina families and communities navigate raising healthy, resilient children by getting a Kids First specialty license plate!

Why the Kids First license plate? The Kids First license plate raises awareness wherever you go and is an easy way to help fund programs across the state that are building safer, stronger communities for our children. A portion of the Kids First license plates is directly transferred to the North Carolina Children’s Trust Fund.

Get your Kids First license plate now!

Go above and beyond by sharing a photo of your new Kids First license plate with the hashtag #KidsFirst and tag (your organization’s name) on social media to spread the word!

If you have any questions about the NC CTF or the Kids First license plates, feel free to visit https://www.preventchildabusenc.org/get-involved/purchase-a-kid-s-first-license-plate for more information.

Together, we can build a successful future for the children in our community!

Sincerely,

(First and last name)
(Your title)
(Your organization)
Radio and television stations are mandated by federal law to air a certain number of hours of public service announcements (PSAs) each month. These PSAs can be distributed to local television and radio stations for airing throughout the year. Make sure you have a spokesperson available to record the PSAs if the station requests one.

All Children Deserve Bright Successful Futures PSA – :15 Spot

All children deserve bright successful futures. You can help make it happen. When you purchase a Kids First license plate, fifteen dollars of the proceeds goes directly to the North Carolina Children's Trust Fund, the only source of state dollars dedicated to child abuse prevention. Purchase your Kids First Plate today! Visit preventchildabusenc.org for more information.

Foundation for a Successful Community PSA – :30 Spot

Strong families are the foundation for successful communities! We all play an important role in supporting and strengthening families in our community. The North Carolina Children's Trust Fund and (YOUR ORGANIZATION NAME) invite you to show your support for families and children by purchasing a Kids First license plate. When you purchase a Kids First 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 North Carolina Children's Trust Fund – the only state funding source dedicated to child abuse and neglect prevention programs. Join us by visiting preventchildabusenc.org to find out how you can purchase a Kids First license plate.

Drive Prevention PSA – :30 Spot

When children grow up in supportive, nurturing families and communities, they thrive and grow up to become contributing members of their community. But, when they are abused or neglected, they are more likely to suffer long-term negative health and emotional consequences. The North Carolina Children's Trust Fund provides grants for programs that strengthen families and are proven to prevent child abuse and neglect before it occurs. You can support the NC Children's Trust Fund by purchasing a Kids First license plate. Each plate purchased directly benefits the North Carolina Children's Trust Fund. Drive prevention and let people know you put Kids First! Find out how to get your Kids First license plate by visiting preventchildabusenc.org.
We created Kids First license plate promotional materials, including a flyer, postcard and brochure with information on how to order a Kids First license plate. These will also be available for download on the Kids First toolkit page. Feel free to customize them by adding your logo.

Help Children & Families Thrive Everytime You Drive!

When you purchase your Kids First License Plate, you’re helping drive child abuse prevention efforts that strengthen North Carolina families and communities.

A portion of the Kids First License Plate goes to the NC Children’s Trust Fund (NC CTF), the only source of state dollars dedicated to child abuse and neglect prevention. The NC CTF awards grants to local child abuse prevention agencies and programs that help build great childhoods.

Thank you for doing your part by driving prevention!

To learn more visit PreventChildAbuseNC.org
#KidsFirst

APPLICATION FOR A KIDS FIRST LICENSE PLATE

Remit a $25.00/$55.00 check or money order with this application.

First in Flight Background
First in Freedom Background

Regular Kids First $25.00
Personalized Kids First $55.00

OTE: You are allowed four (4) spaces for a personalized message. ___  ___  ___  ____

K F

When applying for a Personalized Kids First license plate, the suffix KF will be the last letters on the plate. This leaves only four (4) spaces for a personalized message. The four spaces may be a combination of letters and numbers, but cannot be numbers only. Choice cannot conflict with another class of license plates.

The $25.00/$55.00 special fee is an (ANNUAL) fee due in addition to the regular license fee.

Home
NAME (To agree with certificate of title)

FIRST MIDDLE LAST

ADDRESS

Office

AREA CODE-THE PHONE NUMBER

CITY STATE ZIP CODE

Current North Carolina
Plate Number

Vehicle Identification Number

Driver License #

Year Make Model Body Style

Owner’s Certification of Liability Insurance

I CERTIFY FOR THE MOTOR VEHICLE DESCRIBED ABOVE THAT I HAVE FINANCIAL RESPONSIBILITY AS REQUIRED BY LAW.

PRINT OR TYPE FULL NAME OF INSURANCE COMPANY AUTHORIZED IN N.C. - NOT AGENCY OR GROUP

POLICY NUMBER - IF POLICY NOT ISSUED, NAME OF AGENCY BINDING COVERAGE

SIGNATURE OF OWNER DATE OF CERTIFICATION
Use these ideas to spread the word about the Kids First license plates in your community. Come up with your own twist on these fun ways promote the Kids First license plates with your partners, donors, friends, social media followers, and other supporters.

**Work with Partners**
Ask law enforcement, childcare facilities, pediatricians, civic groups, faith organizations, and businesses to distribute flyers to their clients, staff, or members. Ask to present to local groups or organizations.

**Get Schools Involved**
Ask local schools to present information about your program, NC CTF, and the Kids First license plate at PTA meetings or staff meetings. Ask to distribute flyers to the students to bring home to their parents.

**Get Local Businesses Involved**
Ask local DMV offices and gas stations to display a digital ad on their television screens in the waiting room or on the gas pump.

**Offer Perks**
Ask auto shops to consider giving one free oil change to anyone with a Kids First license plate.

**Engage the Media**
Work with your local newspapers, magazines, TV and radio stations to get the word out about the NC CTF and the Kids First license plate. Send a press release to local media outlets, send a letter to the editor of local newspapers and magazines. Send a recorded sample of our public service announcements to local media outlets.
Kids First License Plate
Digital Campaign Content
Social Media Tips & Campaign Talking Points

Be sure to include an image when you create a post! Use the images provided in the Kids First toolkit or create your own. You can find quality (and free!) stock images at websites like Canva.com. If you need help creating or designing any social media assets, remember that Prevent Child Abuse NC is here to help. Email Kris Demers with your request and we will be happy to help you out.

Learn about your followers! Use the insights tool on Facebook and other social platforms your organization uses to learn more about the demographics of your audience, including what time of day they are on the platform, what type of content they interact with most, and tweak your content based off them.

Always include a call-to-action to encourage interaction. Whether you want people to click on a link, share the post with their friends, share a photo of themselves with their Kids First license plate, or leave a comment, make sure you tell your audience what you want. Experiment and see what works best for your audience.

Follow Prevent Child Abuse NC on social media for more examples. Follow us on Facebook, Twitter, Instagram and LinkedIn for more Kids First license plate content throughout the year that is relevant, fresh, and time-sensitive.

Below are some key talking points we encourage you to use when you talk about the Kids First license plates. Feel free to adapt these talking points to fit in with your own organization’s messaging and campaigns.

- All children deserve bright successful futures. You can help make it happen by purchasing a Kids First license plate!
- We all have a role to play in healthy child development. Drive prevention by ordering your Kids First license plate.
- Did you know? When you purchase a Kids First license plate, fifteen dollars of the proceeds goes directly to the North Carolina Children’s Trust Fund, the only source of state dollars dedicated to child abuse prevention.
- When children grow up in supportive, nurturing families and communities, they thrive and grow up to become contributing members of their community. Help more children thrive with a Kids First license plate.
- The North Carolina Children’s Trust Fund provides grants for programs that strengthen families and are proven to prevent child abuse and neglect before it occurs. You can support the NC Children’s Trust Fund by purchasing a Kids First license plate.
- Each Kids First license plate purchased directly benefits the North Carolina Children’s Trust Fund.
On this page you will find social media content for use with Facebook, Twitter, and to adapt the images or messages for use on other social platforms your organization might use like LinkedIn or Instagram. In each table there is suggested content paired with a specific image. You are encouraged to use the content and images and are empowered to use the content as-is or to put your own spin (or logo!) on it. All of the associated images, along with a Word version of this page, are available for download on the Kids First Toolkit page.

<table>
<thead>
<tr>
<th>Social Media Image</th>
<th>Headline</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Social Media Image 1" /></td>
<td>Inspire others to put #KidsFirst</td>
<td>We all play a role in helping children thrive. Inspire others to raise awareness for children’s healthy development on the roads with a Kids First license plate. <a href="https://bit.ly/2JH6TVV">https://bit.ly/2JH6TVV</a></td>
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<tr>
<td><img src="image2" alt="Social Media Image 2" /></td>
<td>You don't have to have superpowers to make a difference.</td>
<td>Let your license plate be your cape. When you purchase a Kids First license plate, you're supporting NC programs that strengthen families! Learn more! <a href="https://bit.ly/2sJFsB5">https://bit.ly/2sJFsB5</a></td>
</tr>
<tr>
<td><img src="image3" alt="Social Media Image 3" /></td>
<td>Parenting can be like a day at the beach when we all put #KidsFirst</td>
<td>Parenting is hard. Let's help NC families be the best they can be. Order a Kids First license plate to support NC families! <a href="https://bit.ly/2JH6TVV">https://bit.ly/2JH6TVV</a></td>
</tr>
<tr>
<td><img src="image4" alt="Social Media Image 4" /></td>
<td>There's no road map for parenting, but #KidsFirst License Plates help give families the support they need!</td>
<td>By purchasing a Kids First license plate, you're investing in programs that strengthen families and build supportive communities! Get yours today! <a href="https://bit.ly/2JH6TVV">https://bit.ly/2JH6TVV</a></td>
</tr>
<tr>
<td><img src="image5" alt="Social Media Image 5" /></td>
<td>Whose life will your license plate transform?</td>
<td>Adverse Childhood Experiences, like child abuse and neglect, can impact families across all communities and demographics. Transform the lives of NC families by purchasing a Kids First license plate today! <a href="https://bit.ly/2JH6TVV">https://bit.ly/2JH6TVV</a></td>
</tr>
<tr>
<td><img src="image6" alt="Social Media Image 6" /></td>
<td>Show your community that you put #KidsFirst</td>
<td>If you agree that making sure children grow up in safe, stable, nurturing homes and communities is important, share this post and help spread the message on the roads the whole year through with a Kids First license plate! Learn more: <a href="https://bit.ly/2sJFsB5">https://bit.ly/2sJFsB5</a></td>
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# Kids First License Plate Digital Campaign Content

## Social Media & Online Content

<table>
<thead>
<tr>
<th>Image</th>
<th>Put North Carolina #KidsFirst without even leaving your car!</th>
<th>When you purchase a Kids First license plate, $15 goes to the NC Children’s Trust Fund which is the only source of state dollars dedicated to the prevention of child maltreatment prevention in North Carolina. Get yours today! <a href="https://bit.ly/2JH6TVV">https://bit.ly/2JH6TVV</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Image</td>
<td>There’s no road map for parenting, but #Kids First License Plates help give families the support they need!</td>
<td>We are one of the organizations that are supported by the NC Children’s Trust Fund (NC CTF) to help strengthen families and prevent child abuse and neglect. But the NC CTF is only funded by a portion of marriage license fees, donations, and a portion of the sale of Kids First license plates. Get your Kids First license plate and challenge coworkers, friends, and family to get theirs! <a href="https://bit.ly/2JH6TVV">https://bit.ly/2JH6TVV</a></td>
</tr>
<tr>
<td>Image</td>
<td>You can move mountains when you put #KidsFirst</td>
<td>Something as simple as your license plate can make all the difference for kids. Learn more! <a href="https://bit.ly/2sJFsB5">https://bit.ly/2sJFsB5</a></td>
</tr>
</tbody>
</table>

Also, find a banner for your website and social media cover photos you can use on Facebook and Twitter. You are encouraged to use the images as-is or to put your own spin (or logo!) on them.

**Website Banner** | 1420 px x 640 px
---
**Twitter Cover** | 1500 px x 500 px
---
**Facebook Cover** | 849 px x 313 px
APPLICATION FOR A
KIDS FIRST
LICENSE PLATE

Remit a $25.00/$55.00 check or money order with this application.

- First in Flight Background
- First in Freedom Background
- Regular Kids First $25.00
- Personalized Kids First $55.00

NOTE: You are allowed four (4) spaces for a personalized message. ___ ___ ___ __ KF

When applying for a Personalized Kids First license plate, the suffix KF will be the last letters on the plate. This leaves only four (4) spaces for a Personalized message. The four spaces may be a combination of letters and numbers, but cannot be numbers only. Choice cannot conflict with another class of license plates.

The $25.00/$55.00 special fee is an (ANNUAL) fee due in addition to the regular license fee.

<table>
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<th>Home</th>
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<td>NAME (To agree with certificate of title)</td>
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<td>STATE</td>
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<td>MIDDLE</td>
<td>ZIP CODE</td>
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**Current North Carolina**

<table>
<thead>
<tr>
<th>Plate Number</th>
<th>Vehicle Identification Number</th>
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<tbody>
<tr>
<td>Driver License #</td>
<td>Year Model Make Body Style</td>
</tr>
</tbody>
</table>

Owner’s Certification of Liability Insurance

I CERTIFY FOR THE MOTOR VEHICLE DESCRIBED ABOVE THAT I HAVE FINANCIAL RESPONSIBILITY AS REQUIRED BY LAW.

PRINT OR TYPE FULL NAME OF INSURANCE COMPANY AUTHORIZED IN N.C. – NOT AGENCY OR GROUP

POLICY NUMBER – IF POLICY NOT ISSUED, NAME OF AGENCY BINDING COVERAGE

SIGNATURE OF OWNER DATE OF CERTIFICATION