



FREE THE CHILDREN
children helping children through education

Free The Children Tool Kit
(Youth Team)

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PR & Publicity Department

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To our amazing youth and educators,

First off, let us say thank you for all the great work you do. Your incredible support of Free The Children truly makes a difference in helping to end the cycle of poverty.

The Public Relations and Publicity team at Free The Children is committed to supporting you when it comes to getting the word out about your fundraising efforts. We want to ensure when you communicate with media that you've got all the most up-to-date information with accurate key messages about Free The Children's work at home and abroad.

We have put together a "tool kit" for you to use when you reach out to the media to get coverage for your event or fundraiser. A few things to note:

- When you communicate with the media, it needs to be done on behalf of your school or yourself, not Free The Children.
- If you use Free The Children's name in any of your materials, please send it to us—the PR and Publicity department—so we can review it to ensure accuracy.

To support you in your effort to get the word out about your fundraising efforts and/or events, this "tool kit" includes the following:

- a template for drafting a media alert used for contacting local media
- a Free The Children backgrounder
- official Free The Children messaging
- a list of Free The Children's social networking sites

Following your media outreach, if you receive a question from a journalist or someone in the media looking for more information about Free The Children or wanting to speak with someone from our organization, please ask them to contact:

Lauren Stasila
Manager, PR & Publicity
Free The Children
M: 416-558-9310
lauren.stasila@freethechildren.com

We hope this kit is helpful in your media efforts!

Cheers,

The Free The Children PR & Publicity Team

Free The Children Key Messages

Free The Children believes in a world where all young people are free to achieve their fullest potential as agents of change. We are a charity and educational partner that empowers youth to remove barriers that prevent them from becoming active local and global citizens. Our domestic programs educate, engage and empower hundreds of thousands of youth in North America and the UK. Our international projects, led by our holistic and sustainable Adopt a Village model, have brought over 650 schools and school rooms to youth and provided clean water, health care and sanitation to one million people around the world, freeing children and their families from the cycle of poverty.

Our primary goals are to free children from poverty and exploitation and free young people from the notion that they are powerless to effect positive change in the world. Through domestic empowerment programs, Free The Children inspires young people to develop as socially conscious global citizens and become agents of change.

Founded in 1995 by international children's right activist Craig Kielburger, the organization has grown into the world's largest network of children helping children through education, with more than one million young people involved in our innovative education and development programs in 45 countries.

Domestic Programming

Free The Children is committed to domestic programming because we believe that young people will change the world once they're free from the notion that they're powerless to make a difference. We know that sparking change at a domestic level is just as important as the work we do overseas.

Our local projects include We Day, motivational speaking tours, awareness and fund raising campaigns, educational resources, initiatives targeting underserved communities, programs aimed at building awareness about Aboriginal education and much more.

We Day, Free The Children's signature, annual social justice event, is more than just one day of celebration and inspiration. It's a one-of-a-kind event and part of an innovative year-long program created to celebrate the power of young people to create positive change in the world. The event kicks off a year-long program of action, called We Schools in Action. We Day is free of charge and accessible to any school that wants to be part of the experience. In exchange, each school group that attends is asked to make a commitment to taking a local and global action throughout the year. Over 80,000 students participate in We Day itself in various cities across Canada including Toronto, Vancouver, Waterloo Region, Winnipeg and Montreal. For more information on We Day visit www.weday.com.

International Development

In seven countries, we work alongside the men, women and children who every day strive to free themselves from poverty, exploitation, disease and thirst. This effort is not charity, it is sustainability. It is freedom in action. It is Free The Children's Adopt a Village development model. The Adopt a Village model is implemented in communities in Haiti, Kenya, rural China, India, Sierra Leone, Ecuador and Sri Lanka.

Designed to meet the basic needs of developing communities and eliminate the obstacles preventing children from accessing education, Adopt a Village is made up of four pillars crucial to sustainable community development: education, health care, clean water and sanitation and alternative income.

To date, Free The Children has:

- Brought more than 650 schools and school rooms to young people around the world, educating more than 55,000 children every day.
- Shipped \$15 million US dollars worth of essential medical supplies to Asia, Latin America and Africa, benefitting more than 512,000 people..
- Provided one million people with improved access to clean water, health care and sanitation.
- Helped 30,000 women become economically self-sufficient with micro-loans and alternative income programs.

Media Alert – Template

A media alert is the best way to get information about your event or fundraising initiative to community newspapers, radio and TV. The purpose of a media alert is to provide information about your initiative in a short and concise way. Below is a template you can use to share your news with media!

MEDIA ALERT

<Insert headline> (size 12 font)

A headline is a line set in a large type to get readers' attention and lead into the body copy. It is meant to be an "attention-getter" and a relevant summary of what follows.

<Insert a brief description and pitch for event: what's happening, why it's being held, why media would want to come>

(Just one – two short paragraphs, max.)

What: Title of the event

When: Date of event

Where: Full address

Include ticket/admittance/restriction information, if relevant.

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For additional information please contact:

Name:

Title:

Phone number:

E-mail address:

About <insert school name>

Include a short description about your school.

***Please Note** The entire media alert should fit on one page. Copy and paste the media alert directly into e-mails. The subject line of the e-mail can be the same as the headline of the media alert.*

Free The Children Additional Information

Visit Free The Children's online media room to download a document that contains background information and FAQs.

<http://www.freethechildren.com/aboutus/mediaroom/>

Free The Children Photos

Visit Free The Children's online media room to download high resolution images.

<http://www.freethechildren.com/aboutus/mediaroom/>

Social Networking Channels

Free The Children uses a number of social networking sites to raise awareness and keep youth and stakeholders engaged in our ongoing activities. We encourage you to stay connected and follow us on Facebook, Twitter and YouTube;

YouTube Channel

www.youtube.com/freethechildrenintl

Facebook

www.facebook.com/freethechildren

www.facebook.com/craigkielburger

www.facebook.com/weday

Twitter

www.twitter.com/freethechildren

www.twitter.com/craigkielburger