



## Partner Marketing Toolkit

Please help us increase awareness and attendance for Children's Week by connecting with us on social media and utilizing and sharing the following sample materials via your website, social media channels and community newsletters and calendars.

### GET CONNECTED FLIER



**Join the Conversation!**



[Facebook.com/FLChildrensWeek](https://www.facebook.com/FLChildrensWeek)



[Twitter.com/ChildrensWeek](https://twitter.com/ChildrensWeek)



[Instagram.com/ChildrensWeek](https://www.instagram.com/ChildrensWeek)



[Pinterest.com/ChildrensWeek](https://www.pinterest.com/ChildrensWeek)



[Youtube.com/CapitalEventsInc](https://www.youtube.com/CapitalEventsInc)

## SOCIAL MEDIA POSTS

### Twitter:

1. This holiday, create artwork with your kids to be hung in the Florida Capitol! Details: [childrensweek.org/art](http://childrensweek.org/art) #GiveUsAHand #ChildrensWeek
2. Tell FL lawmakers to #GiveUsAHand with our children! An art project with your kids can make a difference. Info: [https://childrensweek.org/wp-content/uploads/2017/09/original-2018\\_cw\\_giveusahand.jpg](https://childrensweek.org/wp-content/uploads/2017/09/original-2018_cw_giveusahand.jpg)
3. We are proud partners of @ChildrensWeek, a celebration and advocacy event for Florida's youth! See you there: <http://childrensweek.org>
4. Join us at the FL Capitol for @ChildrensWeek! Advocate for our most precious gifts with free events for the family: <http://childrensweek.org>
5. At @ChildrensWeek, it's all about the kids! Free family fun including an interactive storybook village and more: <http://childrensweek.org/>
6. See you in Jan. for @ChildrensWeek: free food, free books, interactive learning booths, a town hall meeting & more! <http://childrensweek.org>

### Facebook:

*Please tag the Children's Week Facebook page in your posts by typing the "@" symbol followed by "flchildrensweek" and then selecting the correct page.*

1. While you gather with family this holiday season, involve the young ones in an art project that will make a lasting impression. Help your children trace, cut-out and decorate drawings of their hands and mail their artwork to @Children's Week coordinators. Contribute to an impressive display of children's hand artwork in the State Capitol rotunda to remind lawmakers to take care of our children during the legislative session. Further instructions can be found here: #GiveUsAHand

<https://childrensweek.org/wp-content/uploads/2017/09/arworkinstruct.jpg>



2. We are proud to partner with *@Children's Week* to help advocate for the needs of Florida's children! Come on out to the Florida Capitol January 21-26, 2018 for a variety of free, interactive activities for the entire family. Learn more: <http://www.childrensweek.org/> #ChildrensWeek
3. Did you know that on Tuesday, January 23, the State Capitol is transformed into a festival-like atmosphere where storybooks are brought to life? *@Children's Week* is an annual celebration filled with free events to engage and advocate for Florida's children and families. You can see a full schedule of events here: <http://childrensweek.org/index.php/events/children-s-week>
4. Every year, thousands gather at the Florida Capitol for *@Children's Week* – a special celebration of our state's youth. We are happy to partner with #ChildrensWeek to help bring you a variety of free, interactive events the week of January 21-26, 2018. You can learn more here: <http://www.childrensweek.org/>

## NEWSLETTER ARTICLE

### Children's Week at the State Capitol

Join thousands of Florida's families, students, teachers and advocates at the Florida Capitol on January 21-26, 2018 for a celebration of our greatest gifts – our children! Now in its 23<sup>st</sup> year, Children's Week advocates for children's health, education and well-being, and is one of the largest free events for children and families in Tallahassee. There are many ways to participate.

For the youngsters, gather construction paper, crayons and scissors and help your children or students trace, cut-out and decorate drawings of their hands – they can also add their name and a message to legislators. Mail their artwork to the Early Learning Coalition (ELC) of the Big Bend by January 12 and it will be hung in the State Capitol rotunda on January 21 along with hundreds of thousands of other children's hands from across the state! Each year, the Hanging of the Hands ceremony creates an impactful display to remind legislators to take care of our children during the legislative session. You can also share photos of artwork on Facebook, Twitter or Instagram using the hashtag #GiveUsAHand.

Children's Week's biggest day at the Capitol is Tuesday, January 23, and one of the most beloved events is the Storybook Village presented by the ELC of the Big Bend. More than 2,000 young children come dressed up as their favorite storybook characters to enjoy interactive reading booths that bring children's storybooks to life using storytelling, arts and crafts and character costumes. This year's theme is Under the Sea and all children in attendance will receive an undersea themed book.

There is more to do on Tuesday with your middle and high school students, too – meet with your legislators, visit with more than 100 partners and exhibitors and take a guided tour of the Capitol. Additionally, older students can ask questions to statewide leaders and learn how to advocate for important issues at the Children's Week Town Hall Meeting at 10 a.m. and Youth Advocacy Workshop at 1 p.m.

So come on out to Children's Week at the State Capitol – a unique and engaging opportunity that shines a spotlight on the important issues facing lawmakers this legislative session. Plus, there will be free breakfast and coffee and free lunch provided for those who register. For more information such as a schedule of events, please visit [www.childrensweek.org](http://www.childrensweek.org) or call (850) 222-3868.

## COMMUNITY CALENDAR SUBMISSION

On January 23, 2018, join thousands of students, teachers and families at the Florida Capitol in Tallahassee to celebrate and advocate for Florida's youth. Free breakfast, free lunch and thousands of free children's books will be given out to Children's Week attendees, who can participate in a variety of other fun and educational activities such as an interactive storybook village, town hall meeting, youth advocacy workshop and tours of the Capitol. For more information or to get involved, visit <https://childrensweek.org/events/category/state-capitol/>

The screenshot shows the website's navigation menu with options: Home, Events, Partners, Get Involved, Media, Travel, and Get In Touch. A search bar is located in the top right corner. The main content area features the heading "2018 Schedule of Events" and a sub-heading "Below are the events and activities taking place during Children's Week. Please click on the event for more information."

**Hanging of the Hands - State Capitol Rotunda**  
**Sunday, January 21, 2018 • 12:00 p.m. to 4:00 p.m.**  
Join advocates and volunteers from across the state at our hallmark event "Hanging of the Hands" and assist in hanging hand artwork throughout the Capitol Rotunda. The hands show decision makers a visual representation of the vast number of children their decisions affect! Click here to volunteer.

**Children's Week Awards Dinner & Reception - FSU University Center Club**  
**Monday, January 22, 2018 • 5:00 p.m. to 8:00 p.m.**  
The Children's Week Awards Dinner & Reception takes place Monday evening to honor and recognize Children's Week Partners and non-profit organizations who dedicate their lives to children. Tickets are \$75 per person, with an early-bird rate of \$50 until November 20, 2017. For more details or to purchase your tickets, click here.

The promotional graphic on the right side of the page includes the following text:  
**Children's Week** DEDICATED TO *health, safety & well-being* OF FLORIDA'S CHILDREN & FAMILIES  
*Children's Week* January 21 to 25, 2018 Tallahassee, FL  
"Hanging of the Hands" January 21 • 12 to 4 p.m.  
Awards Dinner & Reception January 22 • 5 to 8 p.m.  
Complimentary Breakfast January 23 • 8:00 to 10 a.m.  
Storybook Village January 23 • 9 a.m. to 2 p.m.  
Town Hall Meeting January 23 • 10 a.m. to 11:30 a.m.  
Press Conference & Dedication Ceremony January 23 • 12 to 12:30 p.m.  
Complimentary Luncheon January 24 • 11:30 a.m. to 1 p.m.  
Youth Advocacy Workshop January 24 • 1 to 2:30 p.m.  
Register Today! Free Books, Breakfast and Lunch!  
Find free local events & activities in your area January - April [childrensweek.org](http://childrensweek.org) / #childrensweek  
Download the Children's Week App for Free! Available for iPhone & Android  
[www.ChildrensWeek.org](http://www.ChildrensWeek.org) #ChildrensWeek  
info@childrensweek.org 850.222.2868