



HOW IT WORKS



Coloring Book Campaign

Our Coloring Book Campaign assists child care facilities in preventing childhood bullying. The campaign aims to address bullying prevention by engaging children through illustrations promoting positive behaviors. Each coloring page is used as a teachable moment to recognize and reinforce expected behaviors, including positive character traits, use of kind words, and the value of teamwork.

The best way to address bullying is to stop it before it starts. By instructing children on pro-social skills: positive character traits, use of kind words, teamwork, including others and early education, child care facilities may prevent bullying from occurring, reoccurring, and intensifying.

Goal:

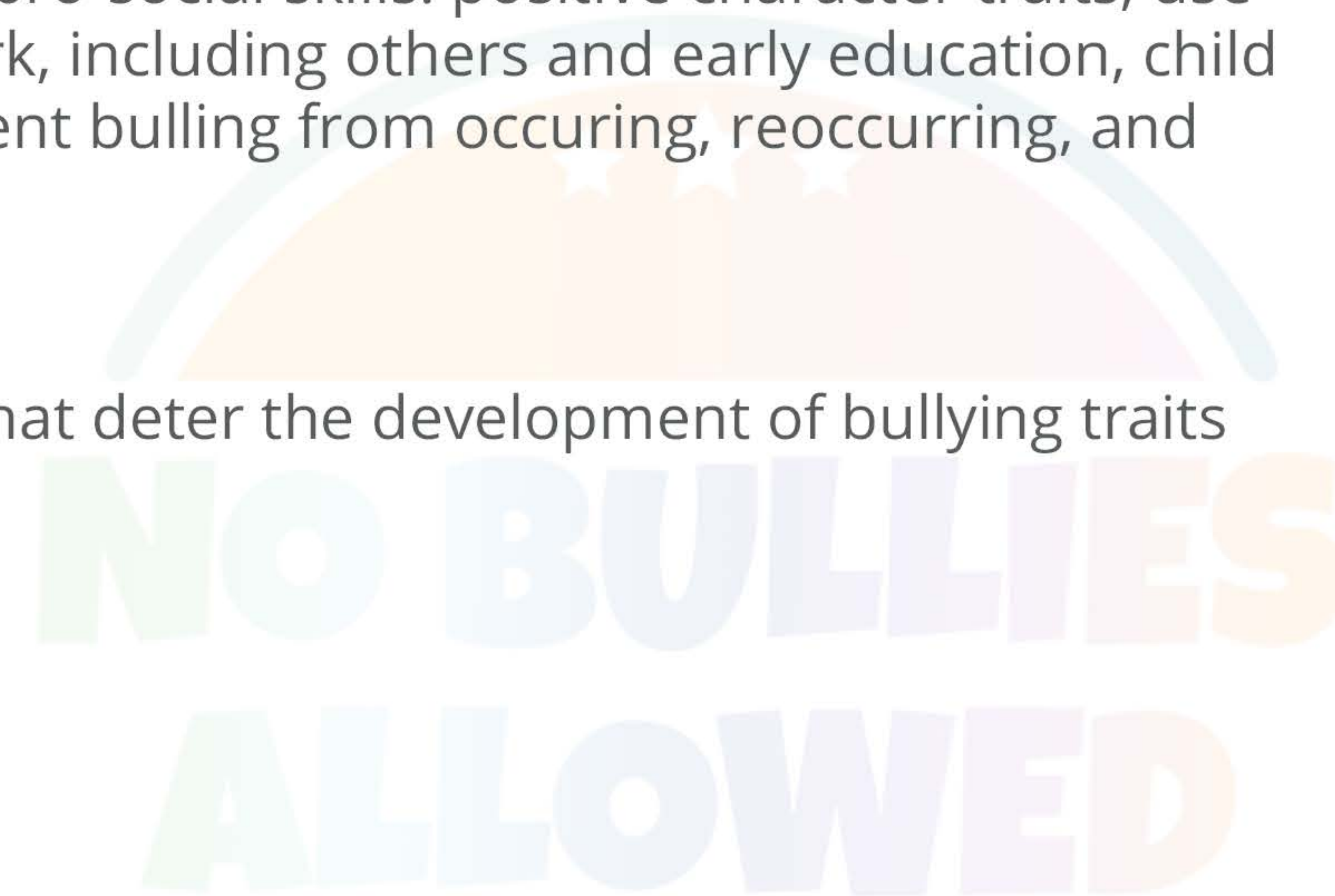
Teach pro-social skills that deter the development of bullying traits

Age Group:

2-5 year olds

Teaching Method:

Coloring Books





STU
Ca

PET CLINIC

NO BULLIES ALLOWED
EST 2018

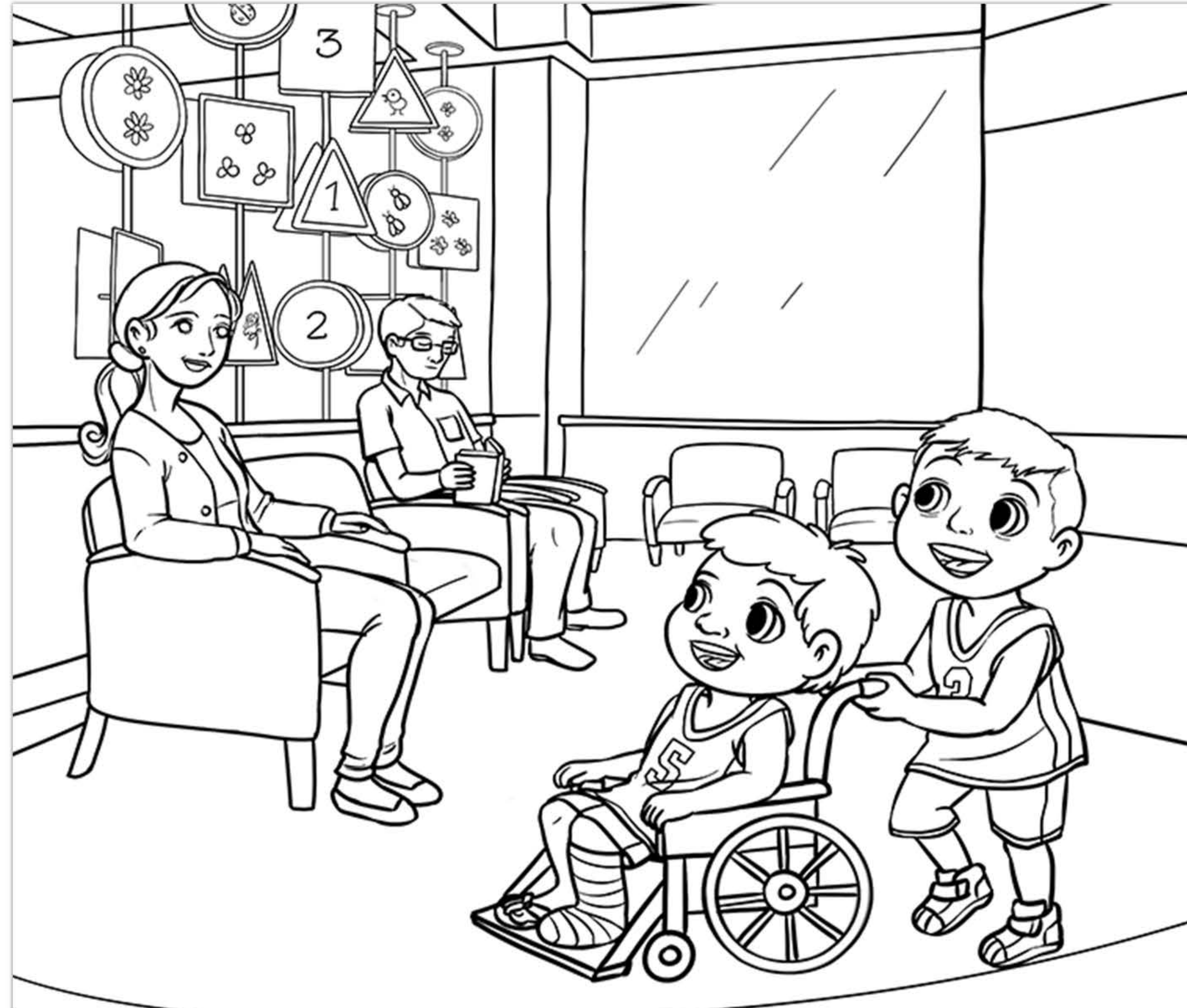
FALL 2018 ANTI-BULLYING
COLORING CAMPAIGN

STUDENT NAME:
Carter Smith

SCHOOL HASHTAG:
#abcchildcare

1 RECEIVE

Child care facilities will receive and insert children's names and facility hashtag on coloring books for each child between the ages of 2 and 5.



Lesson: Nick and Mike are teammates. Nick joined Mike and his family when Mike was injured on the court.
Hashtags: #support #friendship #nobulliesallowed #countrygrill #kaysicecream



FREE KID'S MEALS

WEDNESDAYS: 4PM - 6PM
#COUNTRYGRILL



BUY ONE GET ONE FREE

BOGO ICE CREAM CONES
LIMITED TIME SPECIAL!
#KAYSICECREAM

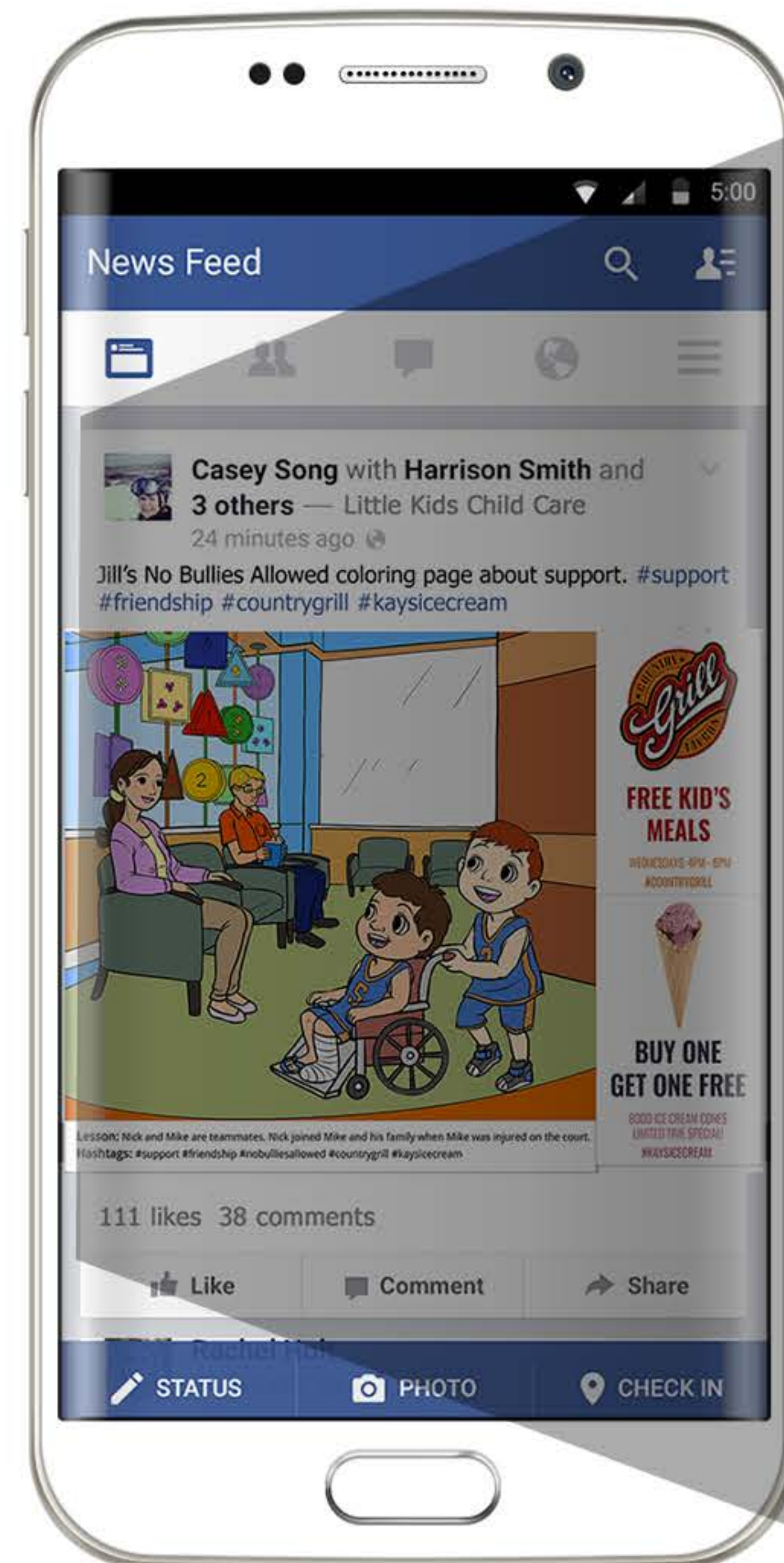
2 COLOR

Facilities will distribute the coloring books to students and open a discussion about positive character traits or the bullying topic of the week. Children will color the coloring page. Each coloring page will feature two (2) businesses.



3 PARENTS TAKE A PICTURE

Parents will take a picture of the coloring page. The picture will include the colored illustration, lesson, hashtags and deals provided.



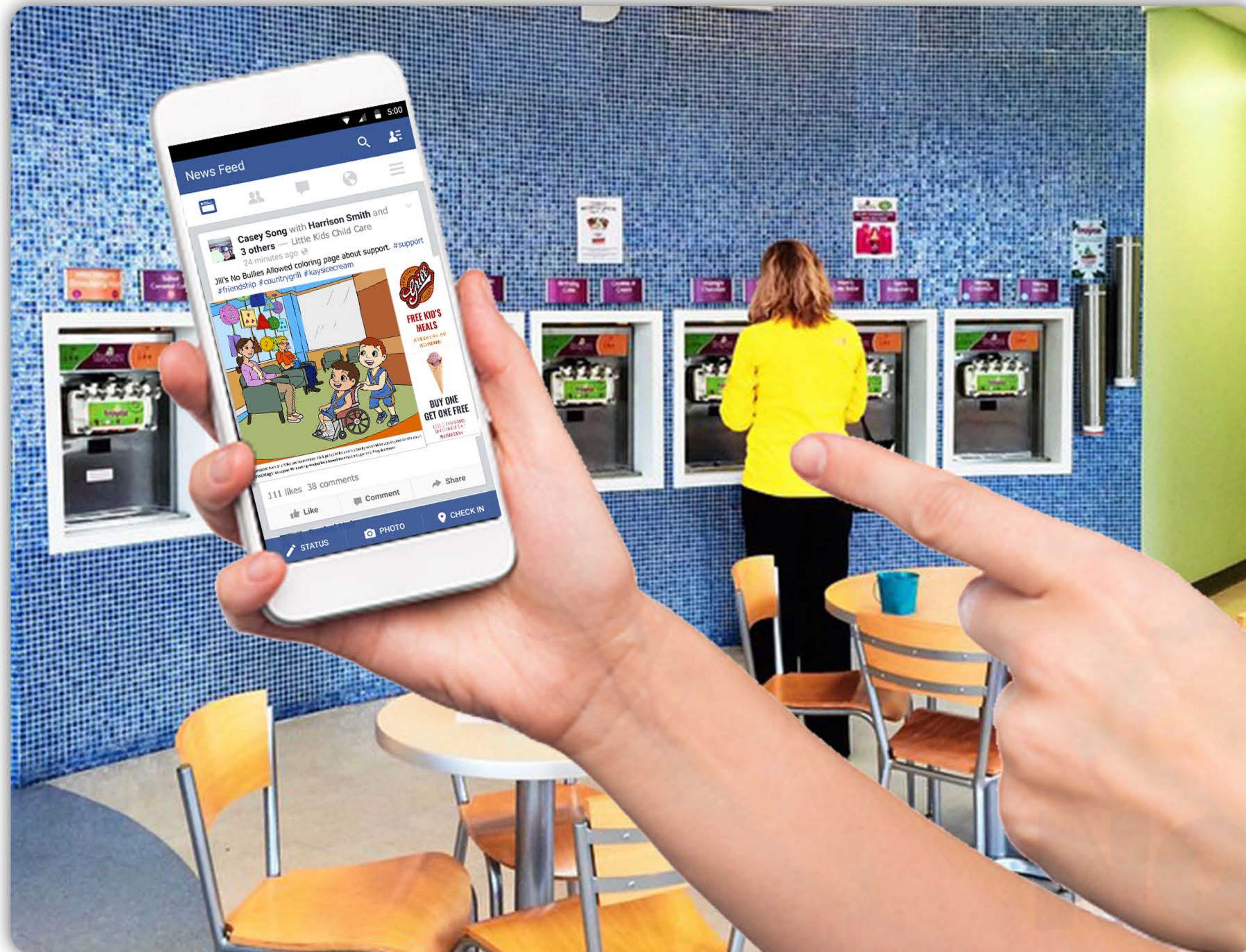
4 SHARE

Parents will share the image of the coloring page on social media along with the provided hashtags. This will help spread the positive traits or anti-bullying message, and make the parent eligible to redeem the deal(s).



5 SPREAD

Once shared on social media, the parent's family and friends will view the post on their timeline. This increases awareness and your business' exposure.



6 REDEEM

Parents, family and friends can redeem deals with participating sponsors by presenting the social share at time of purchase.



FREQUENTLY ASKED QUESTIONS

WHAT IF I DON'T HAVE A DEAL?

Ads are not required to have a deal. We will partner non-deal ads with a business that offers a deal.

IS MY AD IN COLOR?

Yes. Children will only color the illustration.

CAN I CHOOSE MY HASHTAGS?

Yes. Each business will choose their hashtag listed in the ad.

CAN I CHOOSE MY AD WEEK?

Yes. Upon sign-up, simply notify us of your preferred week.

QUESTIONS ANSWERED IN THE SPONSORSHIP PACKAGE:

- How many child care facilities are involved?
- Where are participating child care facilities located?
- What is the approximate social share reach?

