

PINWHEELS FOR PREVENTION CAMPAIGN

COMMITTEE ACTIVITIES

The Pinwheels for Prevention (PFP) committee is charged with the implementation of the campaign in their area. As a statewide organization, we strive to ensure that every city in the state is made aware of our mission and are benefitting from the programs and support that we have to offer. The PFP committees are vital to the success of the campaign.

The PFP committee is empowered to reach out to the community to garner as much support as possible. PCA Louisiana leaves the method of implementation up to the PFP committee as long as PCA Louisiana staff is made aware of all proposed activities and that the standards set forth by our national office are adhered to.

The pinwheels are planted and pinwheel events are conducted in April - Child Abuse Prevention month. Donations are generally \$1/pinwheel, but sponsors typically give \$2/pinwheel. We will also have spinning pinwheel lapel pins available for an \$8 donation.

GOAL: Secure as many entities as possible to make donations, plant pinwheels and promote the campaign.

STRATEGIES:

1. Companies/Businesses
 - Sponsor a pinwheel planting on their grounds
 - Have employees make contributions to have a pinwheel planted in their honor (A great incentive is to offer a free dress day for every dollar donated.)
 - Take donations at the register in exchange for the customer signing their name on a paper pinwheel and having a pinwheel planted in their honor (Ideal for grocery stores.)

2. Schools/Churches/Organizations/Hospitals
 - Collect donations from students/congregation/members to plant pinwheels on their grounds or another highly visible location in the community (Entities may want to have an event surrounding the pinwheel planting, such as a fair or family day.)
 - Conduct small events to raise additional funds, such as yard sales and bake sales
 - Incorporate a theme surrounding the entity's campaign (Each day of their campaign would be a different theme, such as "stomp out child abuse" and the students would wear boots on that day.)
 - Solicit teachers, nurses, doctors, etc. to purchase pinwheel pins to wear during April
 - Collect donations by setting up a table at various events in your area (health fairs, school fairs, church events, etc. We have pinwheel coloring sheets and make your own pinwheel supplies for children.)