

GFWC Florida Campaign >>>

Prevent Child Abuse Awareness, Pinwheel Garden



I. National Plan/Project Description

As part of the 2010-2012 GFWC Directors of Junior Clubs Initiative, GFWC Florida will join forces with GFWC International Partner, Prevent Child Abuse America, to create a National Awareness Campaign by planting a Pinwheel Garden at GFWC Florida Headquarters on March 24, 2012.

The GFWC sisterhood is a “family of friends, professionals, students, volunteers, parents, grandparents, and women who can help communities prevent child abuse and neglect”(PCA Florida website). Just imagine the visual awareness that blue pinwheels in every community, district and state in our nation will make – people will be asking, “What are the pinwheels about?” and you, as a proud GFWC member, will be able to tell them that you had a part in bringing about a change.

There will be about 1,000 pinwheels planted at GFWC Florida Headquarters. Each one of those pinwheels represents approximately 220 children born in 2010.

If you have never seen a pinwheel garden, please Google the key words, “PCA Pinwheel Gardens” and click, “Images”, you will be amazed at the statement it makes without saying a single word!

II. Project at the State Level

At GFWC Florida, all clubs at all levels (Woman’s Clubs, Juniors and Juniorettes) are encouraged to be a Garden Sponsor of the State program at a cost of \$25 per club or member; although all donations are accepted to support this project regardless of dollar amount.

On March 24, 2012, GFWC Florida members will plant a Pinwheel Garden at GFWC Florida Headquarters. There will be invitations sent to all club/members to attend the event. Media will also be invited. In addition, photos will be made available on the GFWC Florida website for those who cannot attend. Signage with each Garden Sponsor name (club/member donating \$25 or more) will be at GFWC Florida

Headquarters while the pinwheel garden is in “bloom”, and Garden Sponsors will also be recognized at the GFWC Florida Junior Luncheon at GFWC Florida Convention 2012.

How to be a part of the Project at the State Level

If you or your club wish to participate in the Garden Sponsorship of the GFWC Florida Pinwheel Garden, please submit a check made out to GFWC Florida in the amount of \$25 (or higher) to GFWC Florida Jr. Budget Director, Kelly Holmes at 127 Myrtice Trace, Thomasville, GA 31792. (Donations in lesser amounts are appreciated as well.) Donations must be received by March 1, 2012, to be included in signage at GFWC Florida Headquarters.

*Note: 100% of the donations will be presented to PCA Florida, The Ounce for Prevention Fund at the Junior Luncheon.

Remember, this is the GFWC Florida project...but your club or district can plant a garden as well. You can design your garden sponsorship anyway you like. Sell each pinwheel for a \$1 or sell Garden Sponsorships. It is up to you. Read on to see just how!

III. Project at the District or Club Level

If individual Clubs and/or Districts wish to have a similar event within their own communities, please contact PCA Florida to learn how you can order the pinwheels to plant a pinwheel garden of your own. PCA Florida will provide you with information on how to purchase the pinwheels and supply you with the toolkit for media relations. For more information on how to get your own Pinwheel Garden planted at the club or District level, please contact:

Jean Gibson, Administrative Assistant

Prevent Child Abuse Florida, The Ounce of Prevention Fund of Florida email:

jgibson@ounce.org

Phone: 850-921-4494 ext: 141

Possible Pinwheel Garden Work Plan for District or Club Level Event

October through November

- Make initial contact with PCA Representative in your State.
- Complete “Pinwheels for Prevention 2012” GFWC Partner Registration Form (either by State organization, Districts or clubs)
- Complete “Pinwheels for Prevention” 2012 Order Form.
- Receive “Toolkit” from PCA state organization.

December through February

- Determine where you would like to have the pinwheels
- One location or multiple locations; some ideas: local businesses, schools, community park, children’s gardens, city/town hall, town square, recreation centers, churches, hospitals, etc.
- Determine who will plant the pinwheels. Here are some ideas: families, children, elected officials, community and business leaders, GFWC leaders in your State
- Determine the layout of your Pinwheel garden (Straight rows or Shape)
- Determine what signage will be needed
- Determine how many pinwheels are needed: Here are some ideas – plant a pinwheel for every child born that year to show support for their healthy, safe development, plant a pinwheel for every child in your child care facility or school; plant a pinwheel for every child you serve in your prevention program or organization
- Confirm necessary paperwork/permits submitted by logistics committee.
- Order pinwheels, pinwheel stickers, and other materials
- Invite participants

March

- Order supplies for other activities, if you will be having them
- Order signage – download a template that can be customized from PCANC
- Confirm date and time with participants
- Write media alert or press release to notify media about the event – PCANC has templates available in our April Toolkit
- Write talking points for speakers – Visit PCANC’s April Toolkit for suggested messages
- Call media contacts to make sure they got the Media Alert and to answer any questions
- Designate a team member as photographer

April

- Host the event
- Welcome guests and media
- Assign one team member to each VIP guest to assist them with talking points, microphone, etc.
- Send press release immediately after the event
- Submit photos to local newspaper
- Post photos on your website and FaceBook page
- Submit your best photo to PCANC’s pinwheel garden photo contest event via PCANC’s FaceBook page



Garden Sponsorship Order Form

GFWC Florida
"Pinwheels for Prevention" Pinwheel Garden



Club/Member Name _____ District _____

Name to appear on Banner @ GFWC Florida Headquarters:

(GFWC Florida reserves right to abbreviate when necessary)

Donation Amount - Garden Sponsorship _____

Other _____

Mail to: GFWC Florida Jr. Budget Director,
Kelly Holmes at 127 Myrtice Trace, Thomasville, GA 31792

(Must be at least \$25 to appear on signage and program)



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