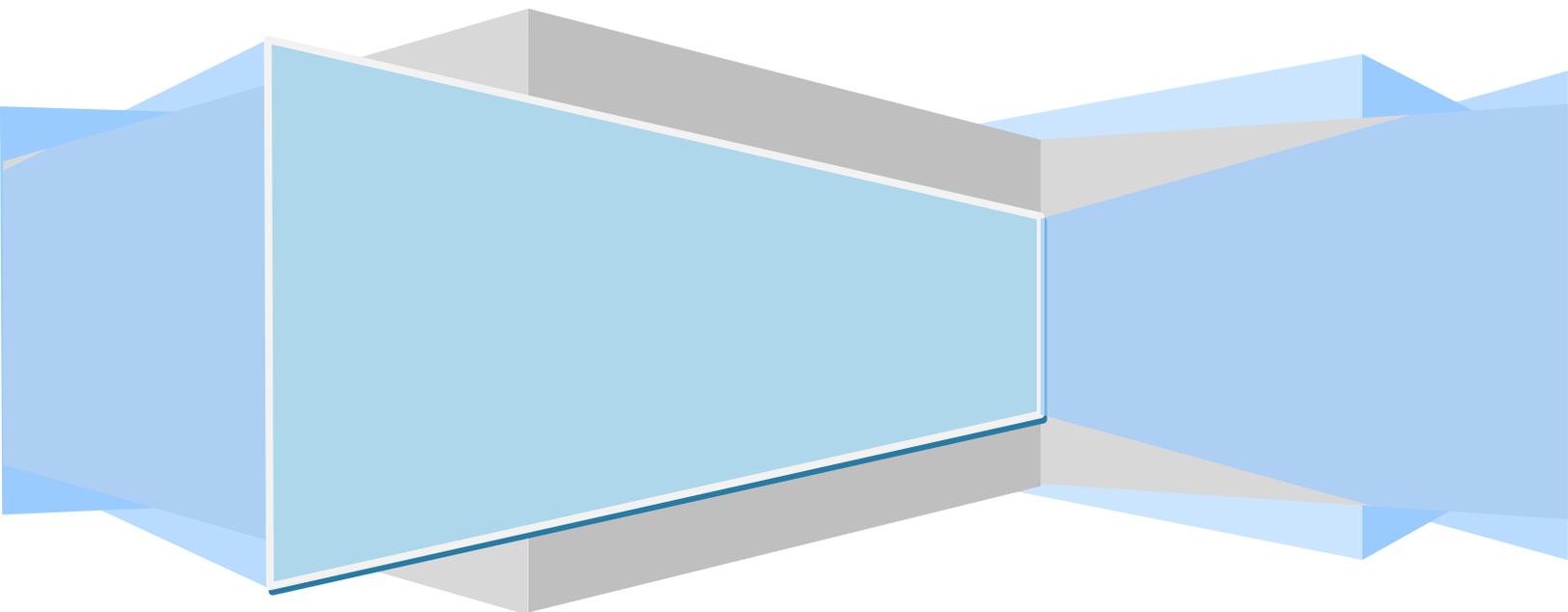




Go BLUE Toolkit

Child Abuse Prevention & Foster Care Awareness
Arizona CASA Program



2009 Go BLUE Toolkit

This toolkit provides supplemental information to the original Go BLUE Toolkit produced when this awareness campaign was introduced in 2008. This packet provides information about the materials used for this awareness effort and suggested ideas for distribution.

The 2009 Toolkit can be found online in the Resource Center at azcasa.org.

Marketing Materials

Updated *Go BLUE* materials have been printed and are ready for distribution. These updated materials discuss the color blue as related to child abuse prevention and foster care awareness. Unlike the materials produced for 2008, the new items are *not* April-specific. PDF files of these new materials are posted on the Resource Center and are available to download.

NEW for 2009! Postcard/Pass-along cards (4" x 6")

This item has been enlarged to 4"x 6" to increase usability as a postcard mailer.

Suggested use: Use card as an awareness mailer; customize back of card to promote a specific event this spring; provide CASAs with cards that they can "pass-along" during April and May; display cards with CASA promotional material at special events; ask local businesses/organizations to display cards; approach local newspaper about inserting cards in papers distributed during spring.

NEW for 2009! Bookmark

This popular promotional item has been updated with a quote by Judge Glenda Hatchett and includes an appeal to volunteer with the CASA program. The bookmark is designed to coordinate with all *Go BLUE* products, but is not specific to the campaign and can be used as a promotional product year-round.

Suggested use: provide bookstores with bookmarks and blue CASA bags to use for customer purchases during April-May (can include CASA brochure); show CASA volunteers your appreciation by giving a book (example: *Will I Ever See you Again?* by Elizabeth Jacobs) and including a bookmark; libraries can display bookmarks on a table with books dedicated to foster care in May (or child abuse prevention in April, or books on volunteerism during volunteer appreciation week, etc.); Pick a book with a topic of child abuse or foster care, form a book club with CASA volunteers, and invite friends/family to participate and hand out bookmarks at first gathering; use as tabling material for events.

NEW for 2009! Table Tent (4"x 6")

The updated table tent has *GO BLUE* awareness information on side one and *About CASA* information on side two. NEW FEATURE: a white space has been added to the *About CASA* section so that local programs can add customized contact information. In 2006, county programs received a return address stamp to be used with brochures. These stamps can be used in the provided white space on the table tents. County programs may also choose to order a custom stamp with just the program name and phone number from an office supply store.

Another option available is to use Avery Address Labels #5961 and apply to white space below logo.

Suggested Use: programs had success last year with local businesses displaying the table tents—ask restaurants to display on tables for patrons, businesses can display near register, can put tents in lobby or waiting rooms. Courts can display tents in public areas.

Materials from 2008

Materials provided in 2008 can be used during April of 2009. Below is a brief description of these items. County programs that work with support councils or have access to additional resources may choose to reprint these items directly. Please contact the state office if you are interested in having artwork from 2008 customized with updated text and contact information for your county program.

PDF files of the materials from 2008 are available on the Resource Center.

Flyer (8.5" x 11" tri-fold)

This full flyer can be used as a handout or tri-folded and inserted into envelopes. It contains information about how to participate in *Go BLUE* along with information about the CASA program. Suggested use: pass out at events; distribute by mail; and post on bulletin boards.

½ Flyer or Bulletin Insert (5" x 8")

This ½ flyer is versatile and can be passed out like a flyer or inserted into a bulletin or event program. Suggested use: can be passed out at events; insert into event programs or bulletins for meetings; faith communities can insert into weekly bulletin for congregation.

Payroll Insert or Envelope stuffer

This insert fits in any standard business envelope. Suggested use: Contact local companies to distribute with paychecks during April; contact county payroll to distribute to county employees; include stuffer with all correspondence mailed out. We can provide an electronic file for those payrolls that have transitioned from paper paystubs.

Pass-along card

The perfect pocket-size item for promotional material on the go! Suggested use: Provide CASA volunteers with cards they can “pass-along” during April.

Bookmark

Full color *Go BLUE* bookmark with “Ways to Encourage a Child.” Suggested use: contact libraries to display bookmarks with CASA brochures or flyers; distribute at book fairs and book club meetings; use bookmarks as promotional material for events; put a bookmark in application packets or media kits; give to local schools for students.

Poster (13" x 19")

April awareness poster. Suggested use: Ask for permission to place in public locations such as business storefronts, restaurants, libraries, schools, and churches. Put posters up in CASA office;

send to Judges; ask other agencies to display; ask for permission to display in the courts; pass out at events; give to local colleges or student groups; fold and mail with application packets.

Table Tent (4" x 6")

Full-color table tent with information on both sides. The table tent is die-cut and easy to assemble. For easy transportation, wait to assemble table tents at destination if delivering a large quantity.

Placemat (10" x 16")

***Only the PDF version of this product is provided.** Suggested Use: local restaurants can use placemats with the table tents. Programs can use at sit-down events.

Go BLUE Advertisement

This ad is 4.25" x 6" and has been created in both color and B&W. Newspapers or magazines may have special requirements for advertisement artwork. Please contact the state office to discuss any advertisement needs.

Go BLUE Button

Buttons are a conversation starter—people ask what it means to “Go BLUE,” creating an opportunity to discuss the CASA program and the efforts for child abuse prevention and foster care awareness. Suggested use: Give to CASA volunteers; wear and pass out at events; pass them out at the courthouse; mail to organizations to wear during April-May; display with pass-along cards for people to take.

Go BLUE Window Cling

Suggested use: use as tabling item at events during the spring.

Internet Marketing

Go BLUE “Splash Page”

Azcaso.org will have a direct link to an online splash page created specifically for *Go BLUE*. This webpage has an online referral form where the website user can request additional information about becoming a CASA volunteer. These referral forms will be emailed directly to county programs so that coordinators have the opportunity to make the initial contact with the interested person. **Note: county programs are responsible for responding to email referrals generated by the Go BLUE splash page.**

Email Blast

An updated email blast image will be provided online in the Resource Center at azcaso.org. The state office will initiate an email blast to county programs at the end of March with an embedded link to the splash page that county programs may distribute.

Artwork Standards

The following standards were used for the production of *Go BLUE* materials. Please adhere to these guidelines when promoting this awareness campaign:

- The text “Go BLUE with CASA” was created using the font OliveOil Regular
- The secondary text for the promotional material is Myriad Pro
- The dark BLUE is the standard “CASA blue”
C M Y K
100 57 0 40
- The light BLUE used as the background color is Pantone 290 U
- The slash under “BLUE” is a custom feature created by Rand Rosenbaum
- All images are approved CASA pictures from National CASA
- All CASA logos have the trademark symbol as required by National CASA
- Heavy paper specifications: 100# white Jefferson velvet cover
- Light paper specifications: 80# white Jefferson velvet book

Images from National CASA:



Image 1



Image 2



Image 3