



OC's Child Abuse Prevention Council

Where Your Caring Heart Will Feel The Impact!

VOLUNTEER OPPORTUNITY

Marketing Committee

PURPOSE & MAKE UP OF GROUP

Because child abuse and neglect occurs in every OC zip code and socio economic group, we need your help...

- To raise awareness about this issue, share prevention strategies, and create a more mindful community.
- You'll collaborate, assist, and provide expertise on all marketing activities (awareness campaigns, events, tools).
- Currently 6 experts in marketing or related field (e.g., PR, advertising, community relations).

SCOPE OF VOLUNTEER WORK & SAMPLE OF RESULTS

- Advise on branding, outreach, and events such as Blue Ribbon (Child Abuse) Prevention Month for April.
- Plan one countywide awareness campaign—Kaitlyn's Law on child safety in cars.
Success: No child deaths reported due to being left unattended in car.
- Serve as Raise Awareness Ambassador year round—engaging co-workers, colleagues, family, and friends.

COMMITMENT NEEDED

- Minimum: Attend a monthly (or sometimes quarterly) 2 hour working meeting, timing based on group.
- Additional 8 hours per month on average also helpful, yet all work is based on and tailored to your availability.
- Meeting and time commitments usually increase before a big rollout or event.

BENEFITS FOR PARTICIPATING

- Build your resume with worthwhile, relevant marketing work.
- Network with likeminded professionals while gaining exposure in the market.
- Overall feel good about making a large impact for a worthwhile organization in your own backyard.

WHY I CARE TESTIMONIAL

"I believe every child has the right to grow up in a safe and healthy environment. I believe in the work The Raise Foundation is doing to support families by providing resources and education to help them provide this. I feel strongly that education is key to ending cycles of abuse, and strengthening families leads to strengthening our community. As a mother myself I now understand first-hand the importance of allowing every child to have access to a safe and sound home environment and making this possible for all children is paramount. Serving on The Marketing Committee gives me the opportunity to help many families thrive." ~ Erica Beach, Marketing Committee Member

CONTACT INFORMATION Erica W. Beach, 714-322-7781, ericawaetjen@yahoo.com