

A photograph of four young men of diverse backgrounds, all smiling and dressed in formal suits. They are standing on the steps of a large, classical building with a prominent dome and columns, likely a government or institutional building. The image has a blue tint and a white border.

TEAM PROTECTORS

# PARTNER TOOLKIT

Protecting Kids from Exploitation

[www.teamprotectors.org](http://www.teamprotectors.org)

## TEAM PROTECTORS

# UNITING TO PROTECT KIDS FROM EXPLOITATION

Team Protectors is a student-led initiative, stewarded by Safe House Project and See Us Now, dedicated to raising awareness of child trafficking in the USA, especially within the foster care system.

When your organization or business partners with Team Protectors, you join our efforts in building awareness about the issue, engaging and activating your community, and helping to pass integral legislation that protects our kids.



## OUR GOALS

1

Collect 1,000 submissions on our petition to achieve legislative change.

2

Secure national media coverage and notable social media participation in order to increase awareness of the issues.

3

Unify national organizations, brands, and government entities to join the team and continue efforts to protect our kids.



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There's a lot of [amazing] info in here; we hope it's helpful.  
Here's how to find exactly what you need:

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# TEAM PROTECTORS

## JOIN THE TEAM



### HAVEN'T OFFICIALLY SIGNED ON YET?

We're recruiting you! Complete the Partner Form below to get your logo added to our Team Protectors website and stay updated on various initiatives and announcements before they go live.

[Partner Form](#)

### PARTNER BENEFITS

#### BRAND EXPOSURE & NETWORK EXPANSION

Align with national organizations and brands in the campaign around the inaugural Child Trafficking & Foster Care Awareness Week, including a Blue Out event.

#### ACTIVATE & ENGAGE YOUR COMMUNITY

Give your community practical ways to get involved through your organization and make notable change around legislation in foster care and child trafficking.

#### PRE-DRAFTED CAMPAIGN CONTENT

Contained within this toolkit are customizable templates for social media, emails, flyers, and more so your team can focus on your unique mission while participating.





# TEAM PROTECTORS

## CAMPAIGN TIMELINE

**There are multiple events and activities we would love for you to participate in. See pages 15 - 22 for sample graphics and additional caption options.**

### JULY - AUGUST 2024 BUILDING BUZZ

#### RECRUITMENT, SOCIAL MEDIA CHALLENGES, SAVE THE DATE

As this is our inaugural year, we are building brand awareness and focusing on recruitment of partner organizations, brands, policymakers, government agencies, and more, as well as inviting individuals, sponsors, and groups to join the team!

#### Partners are asked to:

- 1 Sign up as an official partner using [the form](#).
- 2 Follow us on social media, share the posts that resonate with your audience and mission, and challenge your staff to participate in the social media challenges.
- 3 Customize and post the social media partnership announcement provided.
- 4 Include the dates for Child Trafficking and Foster Care Awareness Week (CTFCAW), and your official partnership announcement, and in your e-newsletter, linking the Team Protectors website and social media.
- 5 Recruit your city's landmarks, major thoroughfares, and any other notable, visible events or places to turn blue on September 26th.
- 6 Use the provided press release template to let your local media contacts know you're an official partner of Team Protectors and CTFCAW.
- 7 Recruit your partners to join the team too!
- 8 Sign the petition and share it with your audiences.
- 9 Watch for news and announcements via email that you can share with your audiences and participate in.



## CAMPAIGN TIMELINE

There are multiple events and activities we would love for you to participate in. See pages 15 - 22 for sample graphics and additional caption options.

### SEPTEMBER 2024 THE COUNTDOWN

#### SOLIDIFY BLUE OUT LOGISTICS, RESEND THE PRESS RELEASE, ACTIVATE OUR AUDIENCES

As this is our inaugural year, we are building brand awareness and focusing on recruitment of partner organizations, brands, policymakers, government agencies, and more, as well as inviting individuals, sponsors, and groups to join the team!

#### Partners are asked to:

- 1 Continue to share social media posts and participate in social media challenges.
- 2 Share posts with your audiences promoting the Awareness Week activities.
- 3 Continue to recruit partners and individuals to participate in the Blue Out:
  - Promote the event by showing how your team is participating (dyeing your hair blue anyone?)
  - Solidify logistics for any events you're running.
  - Resend the press release.
- 4 Put out a reminder in e-newsletter and other announcements about the Awareness Week, and be sure to plug any activities you're executing.



## TEAM PROTECTORS

# CAMPAIGN TIMELINE

There are multiple events and activities we would love for you to participate in. See pages 15 - 22 for sample graphics and additional caption options.

## SEPTEMBER 23-27 🎉 CTFCAW HAS ARRIVED!

### PARTICIPATE IN & PROMOTE ENGAGEMENT ACTIVITIES

#### DAY 1: \$20K FOR 20K MISSING KIDS (SOCIAL MEDIA CHALLENGE)

Write "20K" in blue pen or marker on your hand, and post a photo of yourself/your team with the caption: "There are 20,000 missing foster kids in our nation. As part of #CTFCAW, we're helping to raise \$20,000 to provide vital housing to protect our kids. Join us and spread the word with your own 20K photo! Tag @nationalteamprotectors and [@ourorg] with the hashtag #20KIsTooMuch. Link to donate in bio."

#### DAY 2: SIGN THE PETITION

Post the graphic provided with the following caption, "Let's make lasting legislative change to protect kids from exploitation! Complete the short form at the link in our bio to add your name to our petition supporting (4) bills that will provide housing and necessary care for vulnerable kids. Help us reach our goal of 1,000 submissions by completing and sharing. LET'S MAKE SOME NOISE!"

#### DAY 3: GET OUTSIDE FOR 60 MINUTES

Post the graphic provided with the following caption: "60% of trafficked children come from the foster care system. SIXTY PERCENT. That number is unacceptable. Today, get outside and go on a walk or run for 60 minutes and tag us in a video to show how you're walking an hour in their shoes."

**THEN - TAG 3 FRIENDS AND CHALLENGE THEM TO DO THE SAME THING!**



# TEAM PROTECTORS

## CAMPAIGN TIMELINE

There are multiple events and activities we would love for you to participate in. See pages 15 - 22 for sample graphics and additional caption options.

**SEPTEMBER 23-27** 🎉 **CTFCAW HAS ARRIVED!**

### PARTICIPATE IN & PROMOTE ENGAGEMENT ACTIVITIES

#### DAY 4: THE BLUE OUT

From wearing a blue shirt or socks, to dyeing your hair blue, to lighting up your whole city blue - today's the day the USA turns BLUE! This should be the busiest social media day and may also include media opportunities and in-person events, depending on who in your network is participating. Get ready to share on social media all that you and your partners are doing to turn blue, and watch Team Protectors' social media for all that is happening on a national level!

We'll keep you informed of notable participants, events, and activities as we get closer to the day so that you can be watching all of the amazing ways our country is uniting and raising awareness to protect our kids.

#### DAY 5: THE BEGINNING

Wait -- the end is the beginning?? That's right. Here's where we'll be promoting ongoing support and giving that leaves a legacy. Post the provided graphic with this caption: "It may be the end of #CTFCAW2024, but as the inaugural year, it's actually only the beginning. What are you willing to give up to help provide housing for missing kids? Two Starbucks drinks? A meal out with your family? A shirt you don't really need? Help us reach our goal of \$20K and change the lives of foster kids forever. Link to donate in bio."





# NONPROFIT PARTNERS & FUNDRAISING



## NONPROFIT PARTNERS MAY WONDER: WAIT - AM I ASKING MY AUDIENCE TO DONATE TO A DIFFERENT NONPROFIT?

The answer? Only if you want to.

Team Protectors is hoping to raise \$20K in support of the 20,000 foster kids who go missing each year.

**Every dollar we raise will be given directly to organizations who provide housing and services specifically to displaced foster kids, or to minor trafficking survivors who came from the foster care system.**

If you're with a nonprofit serving this demographic and you're okay with asking your audiences to donate to Team Protectors, awesome.

If you would prefer to ask your audiences to donate to YOUR nonprofit - also awesome! Our only ask: please include a designation on your giving form that tracks donations from this campaign, and at the end of September, we'll reach out for a total of how much was raised so we can count it towards our goal.

[Questions About Fundraising?](#)



# LEGISLATIVE PRIORITIES

**Team Protectors is seeking to obtain 1,000 form submissions for four federal bills we're currently backing. These bills will implement legislation that protects the children of the United States.**

## SIGNING THE PETITION SUPPORTS:

### **HB.3852 C.A.R.E. ACT**

This bill will help to create more cottage homes, a type of family-like residence for foster kids. Each residence is assigned two parents who supervise a familial group (children that are related). Passing this bill will increase safe home capacity, keep siblings together, and provide children with a normalized home that maintains a strong connection with family.

### **HR.2426/S.1146 FIND AND PROTECT ACT**

This bill will provide funding for critical mental and medical health care for foster children. (this bill is a reauthorization of SUPPORT for Patients and Communities Act with some amendments, you can find more information in the Clerical Amendment Public Law 115-271 section). Many foster kids do not have adequate treatment for their physical and mental disabilities and conditions; passing this bill will help to provide necessary care for these children. This is extremely important to help protect and prevent the large swaths of vulnerable foster care youth from being trafficked.

**[Sign the Petition](#)**



# LEGISLATIVE PRIORITIES

**Team Protectors is seeking to obtain 1,000 form submissions for four federal bills we're currently backing. These bills will implement legislation that protects the children of the United States.**

## SIGNING THE PETITION SUPPORTS:

### **S.3393 SUPPORT ACT**

This bill will provide funding for critical mental and medical health care for foster children. (this bill is a reauthorization of SUPPORT for Patients and Communities Act with some amendments, you can find more information in the Clerical Amendment Public Law 115-271 section). Many foster kids do not have adequate treatment for their physical and mental disabilities and conditions; passing this bill will help to provide necessary care for these children.

### **H.R. 7137 S. 4214 TRAFFICKING SURVIVORS RELIEF ACT**

The Trafficking Survivors Relief Act seeks to address the critical issue of trafficking survivors' criminal charges for offenses committed as a direct result of being trafficked - significantly hindering their ability to rebuild their lives, including finding employment, housing, and accessing educational opportunities. By offering survivors a legal pathway to clear their records of charges that resulted from being trafficked, this legislation is designed to acknowledge the duress and coercion under which survivors committed offenses and to remove the legal and societal barriers that impede their recovery and reintegration into society.

[Sign the Petition](#)



# TEAM PROTECTORS

## BRAND GUIDELINES

### HASHTAGS

#TeamProtectors  
#HouseOurKids  
#BuildSafeHouses  
#SafeHouseProject  
#SeeUsNow  
#BecomeaProtector

### FONTS

FUTURA  
CHONBURI

### EMOJIS FOR CAPTIONS & TEXT



### BRAND COLORS

#B1C4E1

#416686

#E4C650

#060644

### SOCIAL MEDIA PROFILES



[www.instagram.com/  
nationalteamprotectors/](https://www.instagram.com/nationalteamprotectors/)



[www.linkedin.com/company/  
team-protectors](https://www.linkedin.com/company/team-protectors)



[www.tiktok.com/@team.  
protectors](https://www.tiktok.com/@team.protectors)



[www.teamprotectors.org](https://www.teamprotectors.org)



### BRANDING PHOTOS

Use photos that are:

- Youth-focused
- Inspirational
- High-quality
- Positive





# TEAM PROTECTORS

## SAMPLE PARTNERSHIP ANNOUNCEMENT COPY

**Subject: Join the Movement. Become a Protector.**

**Preview Text: Get ready for the inaugural Child Trafficking & Foster Care Awareness Week.**

Dear [Recipient's Name],

We are excited to announce that we are now an official partner of Team Protectors, a new national initiative aimed at advocating for critical policy changes in the foster care system and uniting and activating communities to protect our children.

Team Protectors is a student-led initiative stewarded by Safe House Project and See Us Now. It is dedicated to raising awareness of child trafficking in the USA, especially within the foster care system. Along with some great social media challenges, it culminates with Child Trafficking and Foster Care Awareness Week, September 23-27, 2024.

**Join us!** Together, we are stronger. Our collaboration is a unified effort to create safer, brighter futures for vulnerable youth across the United States, and here's how you can join the Team:

1. Sign Our Petition: Help us reach our goal of 1,000 form submissions in support of 4 vital bills we're backing to policymakers that will protect foster kids and trafficking survivors:
  - a. 1) S3393 Support Act, which will provide mental & medical services for foster children.
  - b. 2) HR 3852 CARE for Children Act, which will fund cottage group homes.
  - c. 3) HR 2426 Find and Protect Foster Youth Act aimed at finding and retrieving missing foster children.
  - d. 4) S.4214/H.R. 7137 Trafficking Survivors Relief Act
2. Spread the Word: Share our collaboration and mission with your network. Follow Team Protectors on Instagram at [@nationalteamprotectors](#), participate in the fun and engaging social media challenges, and help us raise awareness by reposting and challenging your friends to get involved. (Want to take it a step further? Become an ambassador!)
3. Give something up: Commit to giving up things such as two Starbucks drinks, a clothing purchase, or a meal out - and help us reach our \$20K goal to provide vital funding to organizations offering housing and services to displaced and vulnerable kids.

**Together, we can create lasting change.** Visit our website [teamprotectors.org](https://www.teamprotectors.org) to learn more about the initiative and find out how you join the team alongside us.

Best regards,  
[ Your name ]



# SAMPLE PRESS RELEASE

[Partner Organization Name]  
FOR IMMEDIATE RELEASE



## TEAM PROTECTORS

# SAMPLE PARTNERSHIP ANNOUNCEMENT COPY

### NEWSLETTER BLURB

We are thrilled to announce a new partnership with Team Protectors! Together, we are building awareness and advocating for policy reforms that protect vulnerable youth in the foster care system and prevent sex trafficking. This collaboration marks a significant step towards creating safer, brighter futures for those who need it most. #TeamProtectors #HouseOurKids

### SOCIAL MEDIA CAPTIONS

- 1 Excited to announce we're teaming up with @nationalteamprotectors to protect foster kids from exploitation 🌟 Join us in making a difference!  
#TeamProtectors #HouseOurKids #BuildSafeHouses #SafeHouseProject  
#SeeUsNow #BecomeaProtector
- 2 We're proud to announce our new partnership with @nationalteamprotectors! Together, we're working towards a future where every child in foster care is safe and supported. We are Protectors!  
#TeamProtectors #HouseOurKids #BuildSafeHouses #SafeHouseProject  
#SeeUsNow #BecomeaProtector
- 3 We are a part of the Team! 🌟 We've partnered with @nationalteamprotectors to amplify our efforts in protecting youth in foster care and sex trafficking prevention. Get involved and be a part of positive change!  
#TogetherStronger #SeeUsNow #SafeHouseProject #BecomeaProtector
- 4 We are excited to announce our collaboration with @nationalteamprotectors! Together, we're committed to advocating for policy change in the foster care system and fighting against sex trafficking. Stay tuned for how you can join us in making an impact!  
#TeamProtectors #HouseOurKids #BuildSafeHouses #SafeHouseProject #SeeUsNow  
#BecomeaProtector



## TEAM PROTECTORS

# SOCIAL MEDIA TOOLS

**Much of the Team Protectors campaign and Awareness Week initiatives will happen on social media like Instagram, TikTok, and LinkedIn.**

We're providing below pre-made, customizable Canva templates you can use to promote your participation and engage your audiences. Additionally, each post has sample copy included. Simply click on the graphic to open the file on Canva (you can create a free account if needed), customize as appropriate, and download for your social media accounts.

Remember to tag us in your posts! On Instagram, you also have the option to add us as a collaborator, which means we can repost your content.

## GRAPHIC 1 - ANNOUNCEMENT



Is Now a  
Proud Partner of  
**TEAM PROTECTORS**

**CAPTION**

We are excited to announce our collaboration with [@nationalteamprotectors](#)! Together, we're committed to advocating for policy change in the foster care system and fighting against sex trafficking. Stay tuned for how you can join us in making an impact!

#TeamProtectors #HouseOurKids #BuildSafeHouses  
#SafeHouseProject #SeeUsNow #BecomeaProtector

**NOTE**

Feel free to personalize the caption; just make sure to convey Team Protector's mission and focus, your role in your organization, several different means of reaching out to the team, through your actions or our contacts.




# TEAM PROTECTORS

## SOCIAL MEDIA TOOLS

### GRAPHIC 2 - ANNOUNCEMENT

TEAM PROTECTORS

We are now PROTECTORS.



**CAPTION**

Excited to announce we're teaming up with @nationalteamprotectors to protect foster kids from exploitation 🌟 Join us in making a difference!

#TeamProtectors #HouseOurKids #BuildSafeHouses  
#SafeHouseProject #SeeUsNow #BecomeaProtector

**NOTE**

Feel free to personalize the caption; just make sure to convey Team Protector's mission and focus, your role in your organization, several different means of reaching out to the team, through your actions or our contacts.




# TEAM PROTECTORS

## SOCIAL MEDIA TOOLS

### BLUE POPSICLE CHALLENGE (JULY)

TEAM PROTECTORS

### Blue Popsicle Challenge



- 01** Find a blue popsicle, treat yourself, and cool off !!!
- 02** Write #teamprotectors on your popsicle stick when you're done
- 03** Post a picture of your popsicle and a picture of your stick after on your story

#### CAPTION

It's hot outside ☀️ No child should have nowhere to go in this weather! Making a difference can start with an icy blue popsicle; join #TeamProtectors and use your photo to spread awareness of the need for foster care reform 🛡️

!! MAKE SURE TO TAG US !!

We can't wait to see your awesome pictures. Stay cool! ❄️

#teamprotectors #buildsafehouses #houseourkids #seeusnow #safehouseproject

### TRIVIA CHALLENGE (AUGUST)

More information to come on this social media challenge.




## SOCIAL MEDIA TOOLS

### AWARENESS WEEK ANNOUNCEMENT

The last week of September (23rd - 27th) will be Child Trafficking and Foster Care Awareness Week. The campaign shines a light on the importance of protecting vulnerable youth and providing them with safe, supportive environments. Keep up with our social challenges, share your support on social media, and join us in advocating for policy changes that make a difference.

### AWARENESS WEEK - SEPTEMBER PREVIEW

For our team's "Child Trafficking And Foster Care Awareness Week" to be successful, every protector needs to generate visibility as soon as possible. Posting an infographic in early August is a great way to get the awareness week on our community's radars, and build anticipation for the events in September.



**MARK YOUR CALENDARS**

TEAM PROTECTORS

SEPT. 23rd - 27th

CHILD TRAFFICKING AND FOSTER CARE AWARENESS WEEK

#### CAPTION

Coming soon: mark your calendars for Child Trafficking and Foster Care Awareness Week! Created by [@nationalteamprotectors](#), this week is dedicated to generating awareness for the struggles of children, both within the foster care system and among those trafficked in the United States.

From September 23rd through 27th, join us and the other partners of Team Protectors in building awareness for endangered children, through both digital and in-person events, like Blue Out Day on the 26th. Together, we can make a difference!

#teamprotectors #teamambassador #CTFCA Week  
#ChildTraffickingFosterCareAwarenessWeek

## TEAM PROTECTORS

# SOCIAL MEDIA TOOLS

### AWARENESS WEEK PROMOTION

This year, Team Protectors is promoting our first annual Child Trafficking and Foster Care Awareness Week. In order for our team to spread awareness for these endangered kids, we'll need all hands on deck to spread the news on day 1. Sharing a post on the first day of CTAFA week is a great way to spread the word.

## AWARENESS WEEK - SEPTEMBER PROMOTION

This Week Is

**Child  
Trafficking  
and Foster  
Care  
Awareness  
Week**

with

TEAM PROTECTORS

#### CAPTION

This week is Child Trafficking and Foster Care Awareness Week! We'll be joining Team Protectors in spreading awareness for foster care children, and survivors of child trafficking. Follow us and [@nationalteamprotectors](#) to learn more about how you can spread awareness for endangered kids.

#teamprotectors #teamambassador  
#ChildTraffickingFosterCareAwarenessWeek

#### NOTE

Feel free to personalize the caption; just make sure to convey the name and dates of Child Trafficking And Foster Care Awareness Week, the types of events coming within the week, and Blue Out Day, a nationwide display of solidarity with endangered kids.





## SOCIAL MEDIA TOOLS

### BLUE OUT EVENT ANNOUNCEMENT

A great way to spread awareness during Child Trafficking and Foster Care Awareness Week is by participating in our Blue Out event on September 26th. Show your support for endangered children by changing your building's exterior lights to blue, or wearing blue for a day. If you plan on hosting an event for Blue Out, an announcement post can easily bring your community together.

## BLUE OUT DAY - SEPTEMBER PROMOTION



### CAPTION

Mark your calendars and get ready to BLUE OUT! Help us raise awareness for foster care reform and sex trafficking prevention! Join [@nationalteamprotectors](#) on September 26, 2024 as we wear blue, light up blue, and post blue to show our support for vulnerable youth and survivors of trafficking.

#teamprotectors #teamambassador #imontheteam

### NOTE

Feel free to personalize the caption; just make sure to convey the name and dates of Child Trafficking And Foster Care Awareness Week, the types of events coming within the week, and Blue Out Day, a nationwide display of solidarity with endangered kids.

## TEAM PROTECTORS

# SOCIAL MEDIA TOOLS

### BLUE OUT EVENT COVERAGE

During Child Trafficking and Foster Care Awareness Week, we're asking our partners to either light up their building blue or spread the word about the Blue Out! Spread the word by posting a picture of your blue-lit building, or another local group who's also lighting up blue, wearing blue, dyeing their hair blue, etc. on September 26th.

## BLUE OUT DAY - SEPTEMBER PROMOTION



#### CAPTION

Mark your calendars and get ready to BLUE OUT! Help us raise awareness for foster care reform and sex trafficking prevention! Join @nationalteamprotectors on September 26, 2024 as we wear blue, light up blue, and post blue to show our support for vulnerable youth and survivors of trafficking

#teamprotectors #teamambassador #imontheteam

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## TEAM PROTECTORS

# SOCIAL MEDIA TOOLS

### POST-EVENT THANKS

We're encouraging our Blue Out Night hosts and event planners to thank their community for showing up, and standing up for children across the nation. When thanking your community, make sure to remind them to show up again next year, and be prepared for more fun ways to get involved.

## BLUE OUT DAY - SEPTEMBER PROMOTION



In Honor Of  
Child Trafficking and Foster Care Awareness Week

**THANK  
YOU  
ALL**

TEAM PROTECTORS

**CAPTION**

Thank you again to everyone who participated in our Blue Out! By spreading awareness for endangered foster children and child trafficking survivors, we and @nationalteamprotectors can support and protect thousands of endangered kids across the U.S. Come back next year to turn the U.S. blue, and fight to protect our kids!

#teamprotectors #teamambassador #imontheteam

**NOTE**

Feel free to personalize the caption; just make sure to convey the name and dates of Child Trafficking And Foster Care Awareness Week, the types of events coming within the week, and Blue Out Day, a nationwide display of solidarity with endangered kids.

