

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

TEAM PROTECTORS

PARTNER TOOLKIT

Protecting Kids from Exploitation

www.teamprotectors.org

TURNING AMERICA BLUE TO PROTECT VULNERABLE KIDS

As part of the inaugural Missing & Trafficked Foster Children Awareness Week (September 22nd - 28th, 2024), we're challenging partners to join us in turning America blue either all week, or specifically on September 26th, in support of protecting vulnerable kids.



HOW YOU CAN PARTICIPATE:

1

Light up landmarks, stadiums, office buildings and more in your city the color blue.

2

Turn your brand blue through a product, ad, storefront, or social media post (see next page for filter).

3

Wear blue and challenge your staff/friends to do the same



TURNING SOCIAL MEDIA BLUE TO PROTECT VULNERABLE KIDS



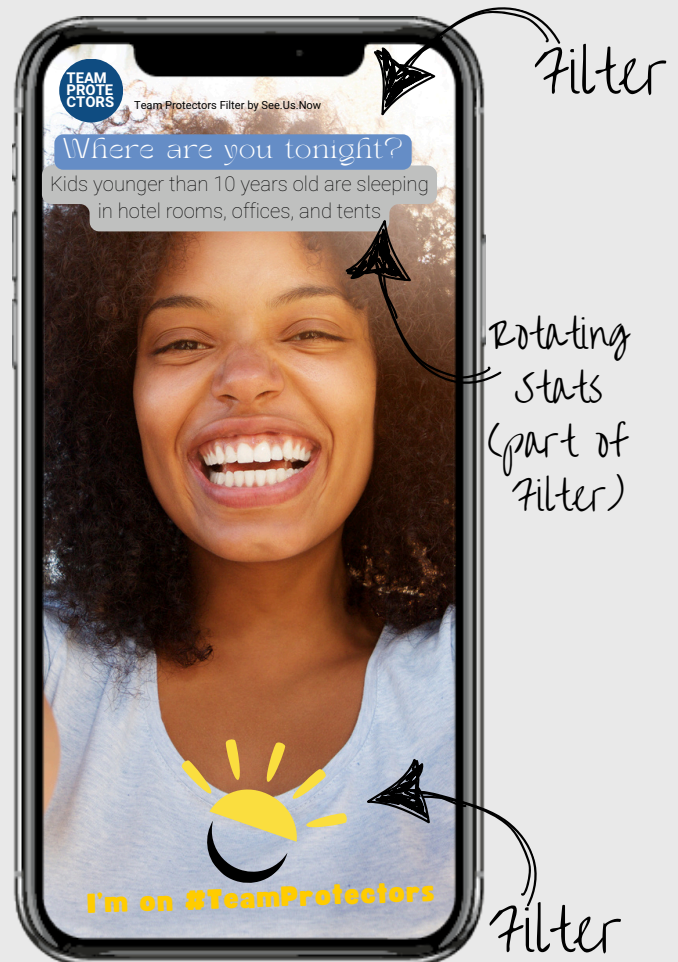
"WHERE ARE YOU TONIGHT?" SOCIAL MEDIA CHALLENGE

Download our Filter & Join Our Social Media Challenge: Where are you Tonight?

Thousands of kids sleep in cars, offices, and even mini-marts each night. Follow @nationalteamprotectors to access our social media filter (we'll send a direct link closer to the week). Use it on your accounts both corporately and personally - challenge your staff, customers, and partners to do the same!

Hashtags

Be sure to use our campaign hashtags on all social media posts so we can share and repost: #BlueOut #TeamProtectors #SeeUsNow #SafeHouseProject #HouseOurKids #WhereAreYouNow



BECOME AN OFFICIAL BRAND PARTNER [Partner Form](#)



TEAM PROTECTORS

WHY DOES IT MATTER?

THE PROBLEM:

400K American children are placed into foster care every year.

22K Children in foster care go missing every year.

60% Of minor survivors of sex trafficking were exploited while in foster care.

20% Of missing foster care kids are trafficked for sex.



Team Protectors is uniting partners nationwide to raise awareness about this serious issue, and to gather support of legislative action that protects our kids. By signing on as a partner and helping to spread the word, you join the team and play a major role in housing and protecting the most vulnerable children in America.

Become an official partner:

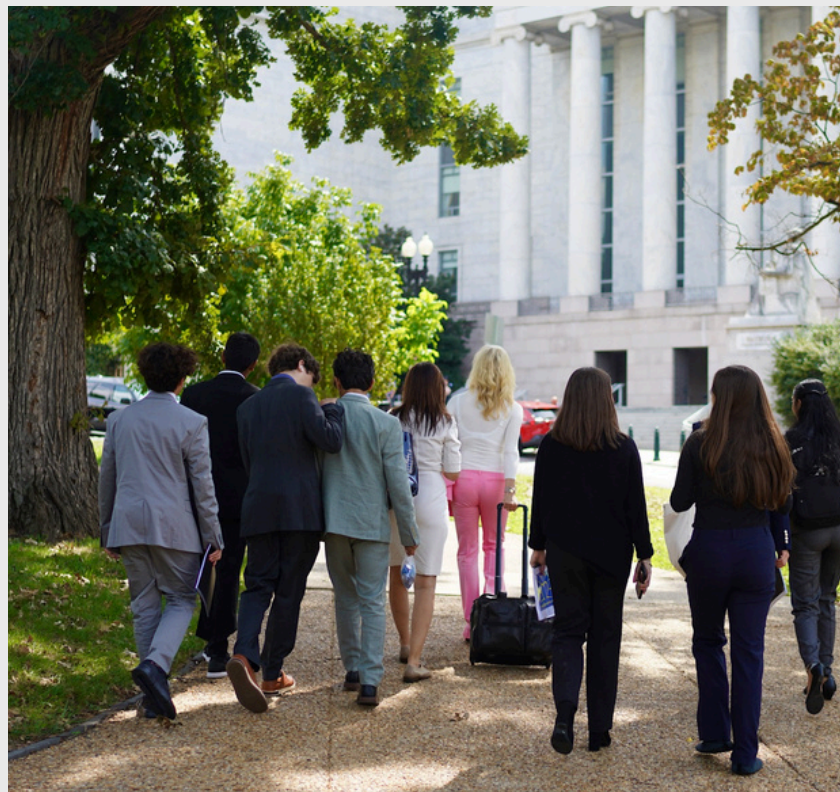
[Partner Form](#)



ABOUT TEAM PROTECTORS

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 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.



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:

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.

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.

[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:

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](#)



PROMOTIONAL RESOURCES

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

PAGE 9

BRAND GUIDELINES

PAGE 10

SAMPLE PRESS RELEASE

PAGES 11-12

SAMPLE PARTNERSHIP ANNOUNCEMENT COPY
(EMAIL & SOCIAL MEDIA)

PAGES 15-19

SAMPLE SOCIAL MEDIA GRAPHICS & COPY



TEAM PROTECTORS

BRAND GUIDELINES

HASHTAGS

#TeamProtectors
#HouseOurKids
#SafeHouseProject
#SeeUsNow
#BlueOut
#WhereAreYouNow

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/)



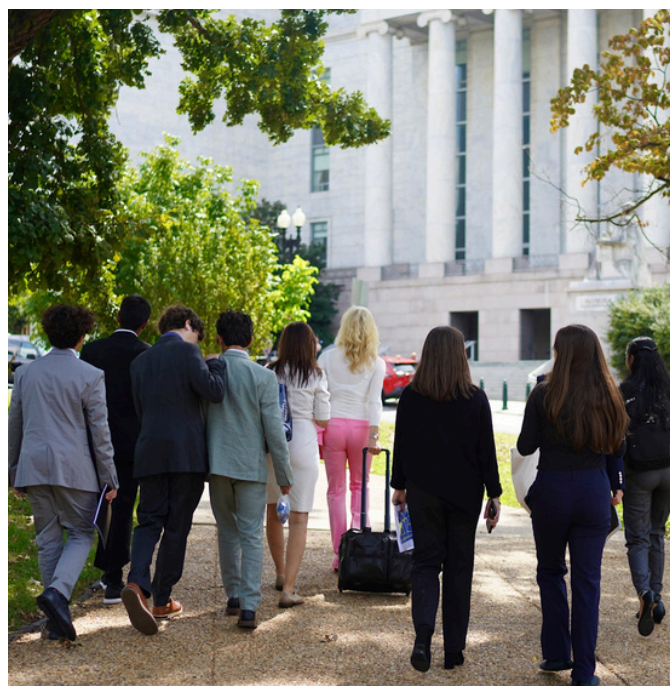
[www.linkedin.com/company/
team-protectors](https://www.linkedin.com/company/team-protectors)



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



[www.facebook.com/profile.php?
id=61563144329086](https://www.facebook.com/profile.php?id=61563144329086)



BRANDING PHOTOS

Use photos that are:

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

TEAM PROTECTORS

SAMPLE PRESS RELEASE

Contact Information:

[Organization name]

[Organization phone number]

[Organization email]

[Organization website]

Release Date:

[Date]

FOR IMMEDIATE RELEASE

[Organization name] Partners with Team Protectors for National Missing & Trafficked Foster Children Awareness Week

When: [Date and time of the event. Include the time zone.]

From [September 22nd - 28th (or specific date of organization's event)], [Organization name] is excited to join [Team Protectors](#) in promoting the inaugural Missing & Trafficked Foster Children Awareness Week, which will include a National Blue Out where we're turning the nation blue to raise awareness of endangered kids across the U.S.

As part of the campaign, [Fill in Activity: i.e. multiple landmarks will be lighting up blue every evening during the awareness week].

Over 20,000 kids go missing from the foster care system each year. In addition, 60% of minor survivors of sex trafficking were exploited while in foster care. Locally, [insert local stat]. These staggering numbers and more prompted us to join Team Protectors, which was developed by [Safe House Project](#), a leading national anti-trafficking organization, and See Us Now (need link), a student-led initiative focused on foster care reform. Team Protectors is dedicated to raising awareness of child trafficking in the USA, especially within the foster care system.

As an ["organization"/"brand"] focused on [core values/mission], we are excited to align with this national campaign to build public awareness and bring legislative change that protects vulnerable children.

"[Quote from organizational leader on why this is important]"

Team Protectors aims not only to raise awareness through notable participation in the awareness week, but also to obtain support for the bills they're presenting to Congress through [petition form submissions](#), as well as raise needed funds to support organizations working with vulnerable youth. Below you can find the events planned for the five days of MATFCAW.

###

About [Partner Organization's Name]:

[Provide a brief description of the partner organization, including its mission, history, and any relevant accomplishments.]

About Team Protectors:

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. Their goals are to help educate individuals and organizations on how to identify and report the signs of trafficking. We believe that every individual has the ability to become a Protector. Through education and advocacy, we hope to spread our message, build awareness, and grow closer to ending child trafficking.



TEAM PROTECTORS

SAMPLE PARTNERSHIP ANNOUNCEMENT COPY

Subject: Join the Movement. Become a Protector.

Preview Text: Get ready for the inaugural Missing & Trafficked Foster Children 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 Missing & Trafficked Foster Children Awareness Week, September 22-28, 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](https://www.instagram.com/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!](#))

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]



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 #SafeHouseProject #SeeUsNow #BlueOut #WhereAreYouNow
- 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 #SafeHouseProject #SeeUsNow #BlueOut #WhereAreYouNow
- 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!
#TeamProtectors #HouseOurKids #SafeHouseProject #SeeUsNow #BlueOut #WhereAreYouNow
- 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 #SafeHouseProject #SeeUsNow #BlueOut #WhereAreYouNow

TEAM PROTECTORS

SOCIAL MEDIA TOOLS

[Access individual social post graphics using link.](#)

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



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 #SafeHouseProject
#SeeUsNow #BlueOut #WhereAreYouNow

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

[Access individual social post graphics using link.](#)

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 #SafeHouseProject #SeeUsNow #BlueOut #WhereAreYouNow

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


[Access individual social post graphics using link.](#)

AWARENESS WEEK ANNOUNCEMENT

The last week of September (23rd - 27th) will be Missing & Trafficked Foster Children 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 "Missing & Trafficked Foster Children 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. 22nd - 28th

MISSING & TRAFFICKED FOSTER CHILDREN AWARENESS WEEK

CAPTION

Coming soon: mark your calendars for Missing & Trafficked Foster Children 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 22nd through 28th, 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 #HouseOurKids #SafeHouseProject #SeeUsNow #BlueOut #WhereAreYouNow

TEAM PROTECTORS


SOCIAL MEDIA TOOLS

[Access individual social post graphics using link.](#)

AWARENESS WEEK PROMOTION

This year, Team Protectors is promoting our first annual Missing & Trafficked Foster Children 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 CTAFCA week is a great way to spread the word.

AWARENESS WEEK - SEPTEMBER PROMOTION



CAPTION

This week is Missing & Trafficked Foster Children 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 #HouseOurKids #SafeHouseProject #SeeUsNow #BlueOut #WhereAreYouNow

NOTE

Feel free to personalize the caption; just make sure to convey the name and dates of Missing & Trafficked Foster Children 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

[Access individual social post graphics using link.](#)

BLUE OUT EVENT ANNOUNCEMENT

A great way to spread awareness during Missing & Trafficked Foster Children 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

A graphic for Blue Out Day. It features a background image of a street with buildings. Overlaid text includes: 'In Honor Of Missing & Trafficked Foster Children Awareness Week' at the top; 'BLUE OUT' in large, bold, light blue letters in the center; 'at the' in small text below 'BLUE OUT'; 'XXX ORGANIZATION NAME XXX' in yellow text below 'at the'; and 'TEAM PROTECTORS' in white text on a yellow rectangular background at the bottom.

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 #HouseOurKids #SafeHouseProject
#SeeUsNow #BlueOut #WhereAreYouNow

NOTE

Feel free to personalize the caption; just make sure to convey the name and dates of Missing & Trafficked Foster Children 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

[Access individual social post graphics using link.](#)

BLUE OUT EVENT COVERAGE

During Missing & Trafficked Foster Children 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 #HouseOurKids #SafeHouseProject
#SeeUsNow #BlueOut #WhereAreYouNow

NOTE

Feel free to personalize the caption; just make sure to convey the name and dates of Missing & Trafficked Foster Children 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

[Access individual social post graphics using link.](#)

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



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 #HouseOurKids #SafeHouseProject
#SeeUsNow #BlueOut #WhereAreYouNow

NOTE

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