

100 NIGHTS
for CHILDREN'S
RIGHTS

All children are stars.
And they deserve to shine.



FUNDRAISER IN A BOX

I am sure you're all asking "What's in the box?" Here is the list! In a reusable expandable trunk organizer (a.k.a. the "box") will be:

Wine*
Yard Sign
Stationery Kit
Fairy Lights
Custom locally-made candle
Gourmet snacks
Coasters

Stickers & magnets
Notepads & pens
Stress balls
"How To" Event Host Booklet
CFCR brochures
CFCR giving envelopes
PLUS — a few secret surprises!

**curated by Porcupine Provisions*

YOUR PARTY, YOUR WAY

This "How To" Guide highlights four ways to be a host: Zoom cocktail party ideas, socially distanced backyard meet-ups, a letter writing night, or a social media campaign. We will provide yard signs, social media assets, a personalized giving website called JustGiving, a stationery kit, gourmet snacks, wine, and much more to re-create inspiring Nights for Children's Rights throughout Charlotte.



**Be sure to put your
yard sign in your
front yard!**

The host kick-off is on Friday, April 9, and the finale event with our fundraising total is on Thursday, April 29. Both events will be on Zoom. See Facebook or our website for Zoom links.

Our biggest event of the year looks a little different in 2021! Council for Children's Rights is launching an exciting new event concept to invigorate our stalwart supporters with inventive ways to raise the voices of children and expand our message to a new audience of children's rights advocates.

A Night for Children's Rights is now...



100 NIGHTS
for **CHILDREN'S**
RIGHTS

WHAT IS

"100 NIGHTS FOR CHILDREN'S RIGHTS"?

If you have joined us in the past for our annual fundraiser — A Night for Children's Rights — you will recall an evening filled with great food and wine and an inspiring program about the vitally important work of the Council and the vulnerable children we serve. Our invaluable hosts and sponsors fill tables with their friends, colleagues, and family to bring this night to life.

Our hosts and sponsors are critical lifelines for children at risk. They are ambassadors of our mission — helping us expand our reach, amplify our message, and welcome new supporters to this essential work.

This year, we're bringing this special event to YOU, to YOUR HOME for (at least) 100 Nights for Children's Rights throughout our community!

STEP 1:

PLanning

LET'S GET STARTED

First and foremost, thank you for being a Host. Council for Children's Rights wants to make your experience as easy and special as possible. If you have any questions, please do not hesitate to reach out to the Advancement Team. We are here to make your night a success!

PICK A DATE.

The event runs from Friday, April 9 through Monday, April 26. Pick the day that works for you. We will be in touch to find out what date you've selected.

PICK AN ACTIVITY.

There are many ways to participate: host a Zoom party, host an outdoor event, write letters, share on social media... the sky's the limit! Learn more about four recommended activities to the right.

WRITE LETTERS TO FRIENDS.

With social contact at a bare minimum these days, personal letters in the mail have become a novel treat and a way to stay safely connected to our community. We will supply you with a stationery kit (complete with pens and a bottle of wine) and a few scripts and tips for writing to your friends about your connection to the Council.



HOT TIP!

We mean it when we say "Your Party, Your Way"! Don't let our suggestions limit your imagination.



To get started, visit
justgiving.com/campaign/100NFCR
and click

Start Fundraising



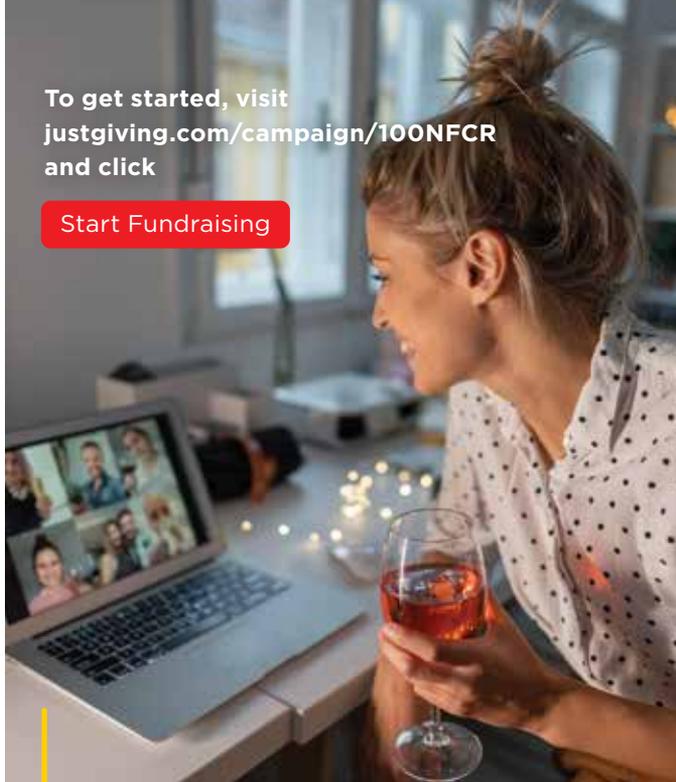
HOST AN OUTDOOR EVENT.

With vaccine rollouts underway and Spring temperatures on the rise, an outdoor get-together at your home, a local park or brewery might be a welcome diversion. Gather your friends and share why the Council has compelled you to bring them together.



SHARE ON SOCIAL MEDIA.

For the biggest reach consider doing a social media campaign. Invite your friends to watch a video (or film your own!) and learn about the life-changing work of the Council. **Link to your online giving page** and keep track of the gifts your friends are making. (And remember to thank them!)



HOST A ZOOM PARTY.

The safest way to see family and friends during the pandemic is through video conferencing like Zoom. Invite people to a 30-minute on-line “party” featuring a short presentation and video about the work of the Council. Add your own personal touch by sharing why you have chosen the children served by the Council for your support and philanthropy. To make the event even more special consider sending a bottle of wine or a sweet treat to your guests before the party.

STEP 2:

invite

WHO TO INVITE AND HOW TO INVITE THEM

Sometimes when you start to create your guest list, your mind goes blank! See the connections worksheet on the back inside cover of this booklet. It will help you uncover plenty of people in your social and professional circles who may be moved by our mission.

We recommend calling your guests first and then following up with an email. You can also invite friends on Facebook or with a social planning platform like Evite or Paperless Post.

Simply tell them you — along with many others throughout the community — are throwing a fundraiser on behalf of Council for Children's Rights and you hope that they are able to join and learn more.

SET UP YOUR ONLINE GIVING PAGE

Setting up your online giving page is easy! Go to **JustGiving.com/campaign/100NFCR** to become a fundraiser for the Council.

Get your support started early!

Ask guests who are unable to attend (or who may want to contribute early) to give online on your personal Just Giving page and encourage them to leave a message for others to enjoy.



HOT TIP!

Mention any mutual friends who have already committed to attending. It's a great way to get the gang together while supporting a worthwhile cause.

SAMPLE INVITATION TEXT

Dear (NAME),

I wanted to see if you would like to be our/my guest for an event benefiting an organization that we're/I'm very passionate about, Council for Children's Rights (CFCR). For years we've/I've been involved with CFR and continue to be inspired by their commitment to the children in our community.

[Your event details here: date, time, Zoom link/address]

In schools, homes, hospitals and beyond, CFR protects the legal and human rights of all children in our county, wherever that child may be. Their attorneys and advocates make sure a child's rights are upheld throughout a confusing and often scary experience. Without their invaluable work, vulnerable children's voices could go unheard. Their work can—and DOES—change the trajectory of hundreds of lives every year.

This is a fundraising event and I will be asking you to consider a contribution, but there is no minimum gift requirement. Please let me know if you will be able to join me/us.

*Our/My Best,
Your Name(s)*

FOLLOW UP VIA E-MAIL

PHONE CONVERSATION

"Hello, (NAME). I'm/We're excited to be (a) host(s) for 100 Nights for Children's Rights this year and I'd/we'd like you to join me. The event is [event details here]. 100 Nights for Children's Rights is an important fundraising event for an organization that means a lot to me/us, the Council for Children's Rights. The event is a fundraiser, too, and I will be asking my guests to consider making a contribution. I really hope you can join us."

Hi (NAME),

I hope you got my message about my Council for Children's Rights' fundraising event on [date]. I/We would love if you would join me/us in supporting the children and families the Council serves. Please let me/us know if you can join me/us. This is a wonderful opportunity to learn about children's issues and CFR's work. You will be asked to consider making a contribution, but there is no minimum gift. I/We only ask that you come with an open mind to hear about how CFR helps children have better outcomes in life.

I/We hope you will join me/us!

*Our/My Best,
Your Name(s)*

STEP 3:

LAUNCH

PLAN YOUR NIGHT

If you're hosting a ZOOM or an outdoor event, we've provided a sample agenda to help you organize the flow of information, but you are free to add any special touches you choose.

SAMPLE AGENDA AND SCRIPTS FOR THE NIGHT OF YOUR EVENT

6:00 PM

Welcome everyone to your Zoom "party" or outdoor event and share your connection to CFCR

Hello, friends! I am delighted to welcome you to MY Night for Children's Rights.

Tonight, we gather as a group to raise the voices of children. I am a current/former board/staff/volunteer and a longtime supporter of Council for Children's Rights.

Describe the mission of the Council:

The work the Council does is multi-layered. Tonight, I want to highlight this important work and showcase how we as a community can help kids shine.

Their mission and vision is this... Council for Children's Rights envisions a community committed to standing up, speaking out, and acting to ensure every child's right to be safe, healthy, and well-educated. They improve the lives and futures of children in Mecklenburg County through legal representation, individual advocacy, and by addressing community-wide issues through research and policy work.

The Council is a law firm for children but unlike a regular law firm it deals with issues of public health and the impact of trauma and adverse childhood experiences. Much like a regular law firm the Council has practice areas.

CONTINUED...

Practice Area: Custody — *The Council is court-appointed to represent the best interests of children caught in the middle of high conflict custody cases. Cases are handled by a three-person team, two attorneys (a staff attorney and a volunteer attorney) and the volunteer custody advocate.*

Practice Area: Defense — *The Council is the court-appointed public defender representing all children in juvenile delinquency court who have been accused of a crime. This specialized approach is unique to Mecklenburg County. Because of this the recidivism rate was an astounding 13% last year, compared with the state recidivism rate of 43%.*

Practice Area: Mental Health — *We provide legal representation for every child who faces civil commitment to a mental health hospital or residential treatment facility in Mecklenburg County.*

Practice Area: Special Education — *We provide special education advocacy to children in foster care to ensure they receive their right to a free appropriate public education.*

Consider adding a personal story—perhaps about your own childhood experiences, either positive or painful. Sharing our common humanity is a welcome gift to the receiver.

6:10 PM

Share your screen and show everyone the 100 Nights video (link on website).

Please enjoy this video featuring executive director Heather Johnson.

6:20 PM

Make the ask.

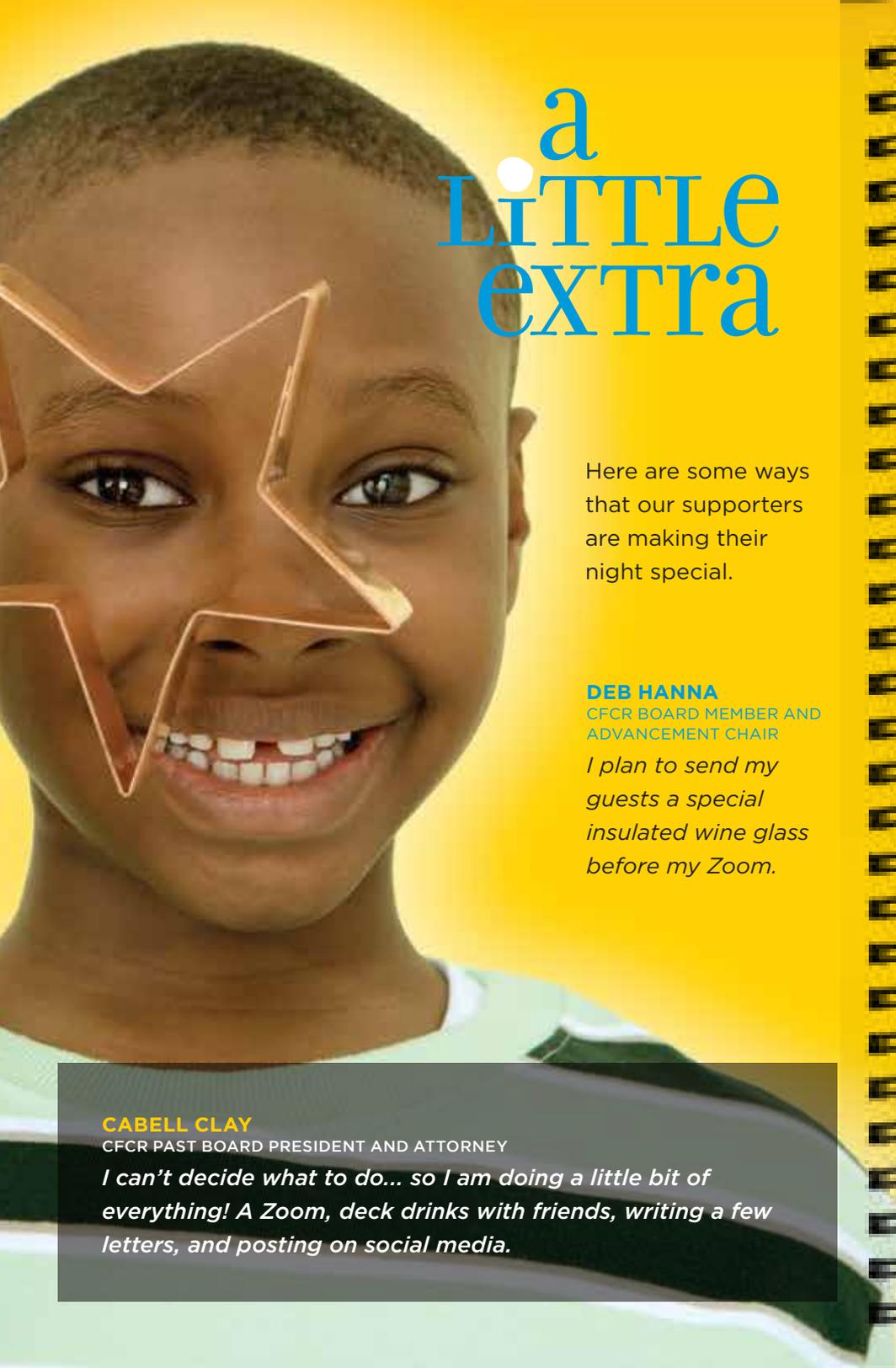
I asked you to join me tonight because I know you care about children. This work is essential for the livelihoods and futures of hundreds of kids in our community. I am asking you to make an investment in children whose lives depend on the work of this organization. Remarkably the Council charges no child for its highly specialized services in defence, custody, mental health and education legal work. With your gift you have the power to help the children we serve shine again.

6:22 PM

Send your **Just Giving link** via Zoom chat feature or text your link to your guests, then open up the conversation to comments and questions. You can also use our new text-to-give feature; ask your guest to text the phrase “100nfc” to 855-735-2437.

6:30 PM

Say thank you, then say thank you again, and then end with a thank you. Because we can't thank you (or them) enough for your participation.



a LiTTLE eXTRa

Here are some ways that our supporters are making their night special.

DEB HANNA
CFCR BOARD MEMBER AND
ADVANCEMENT CHAIR

I plan to send my guests a special insulated wine glass before my Zoom.

CABELL CLAY
CFCR PAST BOARD PRESIDENT AND ATTORNEY

I can't decide what to do... so I am doing a little bit of everything! A Zoom, deck drinks with friends, writing a few letters, and posting on social media.

PATTI TUTONE

CFCR DIRECTOR OF CUSTODY PROGRAM

I am going to play a trivia game with my guests and let my inner child have some fun!

ANDY DEWS

CFCR BOARD MEMBER AND PEDIATRICIAN

I am creating a special cocktail for the night and am sending the recipe out to my friends before we Zoom.

FIND CONNECTIONS!



A FINAL THOUGHT FROM DEBORAH HAMPTON

CFCR BOARD MEMBER AND DUKE ENERGY EXECUTIVE

An epidemic changed our world and way of living, but nothing will change our hearts and our passion for giving, for we will always fight and protect our children.

OUR VISION

Council for Children's Rights envisions a community committed to standing up, speaking out, and acting to ensure every child's right to be safe, healthy, and well-educated.

OUR MISSION

Council for Children's Rights improves the lives and futures of children in Mecklenburg County through legal representation, individual advocacy, and by addressing community-wide issues through research and policy work.

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Council for
Children's
Rights

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

