
CASA/GAL Volunteer's Day Network Toolkit



This toolkit provides helpful information on how to recognize CASA/GAL Volunteer's Day in May. We encourage you to make use of the resources to increase brand awareness and understanding of who we are and what we do. In this document you'll find:

- CASA/GAL Volunteer's Day Overview
- Objective
- Target Audiences
- Customizable Key Messages
- Planning Checklist
- Customizable Resources
 - Invitation
 - Certificate of appreciation for volunteers
 - Greeting card for volunteers
- Social Media Guidance and Graphics

The Marketing & Communications team is available whenever you need us at marketing@nationalcasagal.org.

OVERVIEW

To acknowledge the commitment, time, and compassion of CASA/GAL volunteers, National CASA/GAL is partnering with FosterStrong to host the first-ever, CASA/GAL Volunteer's Day. National CASA/GAL is grateful to have been connected with FosterStrong through CASA-NYC, whose staff and board have been integral to the development of the activities for the day. FosterStrong is a nonprofit organization comprised solely of alumni of the foster care system, who are dedicated to changing the negative narrative surrounding foster care through authentically sharing their own stories of moving from trauma to triumph and helping young people to embrace their inner strength and resilience. FosterStrong understands the critical importance a CASA/GAL volunteer can play in the lives of young people.

CASA/GAL Volunteer's Day provides an opportunity to honor and thank CASA/GAL volunteers who work hard to ensure children and youth, who have been placed in foster care, as a result of experiencing abuse or neglect, have their voices heard every day. This day also gives people nationwide the chance to better understand the critical role a CASA/GAL volunteer plays in the lives of young people, and inspire others to contribute their time to support children who may be in/or at-risk of child welfare involvement.

OBJECTIVE

Using multiple communications channels, programs will recognize CASA/GAL Volunteer's Day as a way to promote and show appreciation for the service CASA/GAL volunteers have provided to children and families who have been involved in the child welfare system.

TARGET AUDIENCES

- CASA/GAL volunteers
- Staff and governing boards/administrative authorities
- External consumer market
 - Media
 - Prospective volunteers
 - Potential donors
 - Anyone who has an interest in foster care, and the child welfare and court systems
- Elected officials
 - State level
 - Local level

CUSTOMIZABLE KEY MESSAGES

The key messages below can be used to craft web, email and social content for CASA/GAL Volunteer's Day.

Key Messages about CASA/GAL Volunteer's Day

- To acknowledge the commitment, time, and compassion of CASA/GAL volunteers, the National CASA/GAL Association for Children is partnering with FosterStrong to host the first-ever, CASA/GAL Volunteer's Day. FosterStrong is a nonprofit organization dedicated to empowering current and former foster youth and changing the negative narrative surrounding foster care.
- CASA/GAL Volunteer's Day, which will be observed on May 18, provides an opportunity for [NAME OF PROGRAM] to honor and thank CASA/GAL volunteers who work hard to ensure [CITY, STATE OR SERVICE AREA] children and youth, who have been placed in foster care as a result of experiencing abuse or neglect, have their voices heard every day.
- On this day, our network of 948 state organizations and local programs across the nation will recognize their volunteers through various social media channels to show their appreciation.
- This day also gives the residents of [CITY, STATE OR SERVICE AREA] the chance to better understand the critical role a CASA/GAL volunteer plays in the lives of young people, and inspire others to contribute their time to support children who may be in/or at-risk of child welfare involvement.
- On May 18, members of Congress will recognize CASA/GAL Volunteer's Day on Capitol Hill, and National CASA/GAL and FosterStrong will host a virtual celebration for all CASA/GAL volunteers.

Key Messages about CASA/GAL Volunteers

- [PROGRAM NAME] serves [CITY, STATE OR SERVICE AREA DETAILS]. It supports more than [NUMBER OF VOLUNTEERS] highly trained [CASA OR GAL] volunteers in their service to nearly 277,000 children, youth and their families. National CASA/GAL serves more young people in the child welfare system than any other national organization.
- In [CITY, STATE OR SERVICE AREA], CASA/GAL volunteers advocate for the best interests of children before the court as a result of allegations of abuse or neglect. These children range in age from birth through the age of emancipation.
- Our volunteers are people, from all walks of life, who have been rigorously screened and trained extensively by their local program. Each volunteer receives more than 30 hours of training before they work with a child, with an additional 12 hours of continued education required annually. Volunteers receive ongoing support to help them advocate effectively on a child's behalf.
- Since 2010, CASA/GAL volunteers from across the country have donated nearly 60 million hours advocating on behalf of children who have experienced abuse or neglect.
- A CASA/GAL volunteer, appointed by a judge, provides the court with the comprehensive and objective information the court needs to make the most well-informed decisions and help ensure positive outcomes for children and youth. These individuals not only advocate for children within the court, child welfare and

school systems, but also form relationships with them that last for years.

- CASA/GAL volunteers take the time to get to know the child at the heart of each case. They also work in partnership with legal and child welfare professionals, educators and service providers to ensure that the child has what he or she needs to heal and thrive.
- Most of the children CASA/GAL volunteers work with are in foster care, but some are with their family of origin. And, most children who leave foster care do so to return to their family.
- A number of young people who age out of the foster care system will maintain a relationship with their CASA/GAL volunteer into adulthood.
- Since the onset of the COVID-19 pandemic, [PROGRAM NAME] CASA/GAL volunteers have remained committed to providing best-interest advocacy for children who have experienced abuse or neglect.

Key Messages about Children and Youth in Foster Care

- On any given day, there are nearly [STATISTICAL FIGURE] children in foster care in [CITY, STATE OR SERVICE AREA]. A child in foster care, on average, will move into multiple homes and attend multiple schools. All this chaos and inconsistency has long-term effects.

If you don't have accurate statistical figures, feel free to use the following key message:

- On any given day, there are nearly 424,000 children in foster care in the United States. A child in foster care, on average, will move into multiple homes and attend multiple schools. All this chaos and inconsistency has long-term effects.
- Children and youth who have spent time in the foster care system are more likely to face incarceration, homelessness and unemployment. They are less likely to graduate high school and more likely to be victims of human trafficking. However, with the support of a caring and consistent adult like a CASA or GAL volunteer, these young people can press on and embrace their inner resilience and strength.
- A child in foster care may have faced physical, psychological and/or emotional trauma only to endure long periods of uncertainty in the system as they wait to go home, be adopted or simply see what happens next. But having a caring, consistent adult—someone who listens, checks in and puts the child's best interests before all others'—can make all the difference.

YOUR PROGRAM'S ROLE IN SPREADING THE NEWS OF CASA/GAL VOLUNTEER'S DAY



BEFORE CASA/GAL VOLUNTEER'S DAY

Send an email to your board and volunteers announcing CASA/GAL Volunteer's Day and celebration date. Sample email is included in this toolkit.

Inform your local media announcing CASA/GAL Volunteer's Day and how your program is recognizing the day. Don't forget to identify a spokesperson to talk to media.

Determine how you will recognize your volunteers on social, email and/or web.

CASA/GAL VOLUNTEER'S DAY – MAY 18

Send an email reminder to your board and volunteers regarding the virtual event

Execute your social media tactics. Don't forget to engage with your audience.

POST CASA/GAL VOLUNTEER'S DAY

Wrap up any social media engagement

Thank volunteers for watching the virtual event

TEMPLATE EVENT INVITE

[GREETING],

[PROGRAM NAME] is excited to share that the National CASA/GAL Association for Children is partnering with FosterStrong to host the first-ever, CASA/GAL Volunteer's Day. CASA/GAL Volunteer's Day, which will be observed on May 18, provides an opportunity for us, along with hundreds of other programs across the country, to honor and thank CASA/GAL volunteers who work hard to ensure children and youth in the foster care system have their voices heard every day. FosterStrong is a nonprofit organization dedicated to changing the negative narrative surrounding foster care.

To recognize the dedication and resilience of CASA/GAL volunteers, the National CASA/GAL Association and FosterStrong are also working with members of Congress to recognize CASA/GAL Volunteer's Day on May 18, followed by a culminating virtual celebration for all CASA/GAL volunteers at 7 p.m. ET that evening. Stay tuned for more information as we hope you'll be a part of the experience!

Please see the invitation attached for additional details and [register](#) for the event today. If you have questions, please contact [NAME/CONTACT INFORMATION].

Sincerely,

[SIGNATURE]

[Attach invitation and include RSVP/event link. Hi resolution version can be downloaded on the [member portal](#).]

Registration link <https://nationalcasagal.org/casa-gal-volunteers-day/casa-gal-volunteers-day-virtual-celebration>



VOLUNTEER APPRECIATION CERTIFICATE

To show your appreciation for your volunteers, send them a CASA/GAL Volunteer's Day certificate. A hi-res version can be downloaded from the [member portal](#). These can be printed or sent electronically.

Certificate of Appreciation

PRESENTED TO

[Type volunteer name here]

IN CELEBRATION OF CASA/GAL VOLUNTEER'S DAY 2021

*For their dedication to the mission and vision of our organization and
advocating in the best interests of children*

[Type program name here]

Program Name

May 18, 2021

Program Director

Date



CASA GAL
Court Appointed Special Advocates
Guardians ad Litem
FOR CHILDREN



fosterstrong

CASA/GAL VOLUNTEER'S DAY GREETING CARD

Another way to celebrate your volunteers is by sending them a greeting card. These cards are available on the [member portal](#) in a digital version for you to email, and a printable version for you to mail.



SOCIAL MEDIA GUIDANCE AND GRAPHICS

CASA/GAL Volunteer's Day graphics can be downloaded from the member portal. Remember, when possible – tag National CASA/GAL and FosterStrong for further exposure. Be sure to review the “Social Media Policies and Best Practices for Network Staff and Volunteers” and “Social Media Resources” guides on the member portal for additional support.

The [member portal](#) includes a number of social graphics for CASA/GAL Volunteer's Day including, designed social posts and cover photos.

Social Media Hashtags

#CASAGALVolunteersDay, #FosterStrong, #ChangeAChildsStory

Social Media Handles

National CASA/GAL

- Facebook: <https://www.facebook.com/NationalCASAGAL/>
- Twitter and Instagram: @NationalCASAGAL

National CASA/GAL

- Facebook: <https://www.facebook.com/FosterStrong/>
- Instagram: @urfosterstrong

Tips for Facebook

- Make your posts engaging by including relevant pictures and videos
 - Photos and videos of happy adults and children, and various family structures can serve as appropriate imagery for volunteerism
 - Visit the [Photo Gallery](#) on the member portal for images to use for CASA/GAL Volunteer's Day
- Read, comment and interact with Facebook friends and fans
- Visit National CASA/GAL's Facebook page for information to share with your friends and followers
- To learn more about how to maximize Facebook, take a look at our [social media resources](#) on the member portal.

Tips for Instagram

- Instagram is a visual platform so be sure to use photos
- Images and 60-second videos can also be shared on Instagram
- To learn more about [how to use Instagram](#) or [set up a business account](#), take a look at our [social media resources](#) on the member portal.