



**DAYS**  
**OF ACTION**

April 13-17

Implementation  
Guide 2020

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## PARTNERSHIP TO PROTECT CHILDREN

This implementation guide and all materials for the Five Days of Action were created with support from the YMCA Guardians for Child Protection, YMCA of the USA (YUSA), Darkness to Light, the Redwoods Group Foundation, and Praesidium.

Materials for this campaign are derived from YMCA of the USA’s “*Know. See. Respond.*” copyrighted in 2020.

# INTRODUCTION

## Welcome to Five Days of Action 2020!

The Five Days of Action is a week in April designed to raise awareness and inspire adults to take action to protect children from sexual abuse. This year's theme is the three simple habits of **Know. See. Respond.**

If you participated last year, then this theme is familiar to you. You can continue to build off your initiative from last year. If you are new, this kit has everything you need to jump in.

The Five Days of Action is an effort of the YMCA Guardians for Child Protection, with support from YMCA of the USA (Y-USA), Darkness to Light, the Redwoods Group Foundation, and Praesidium, encouraging all YMCAs to join together to protect children leading up to Healthy Kids Day®--a national initiative to improve the health and well-being of kids.

In this guide you'll find an outline of the campaign, an overview of the tools available, and ideas of activities that can be implemented in your community.

## MAKE IT YOURS

This campaign is **highly customizable**, which means that no matter the size of your organization or the resources you have available, there's a way for you to participate. Whether you decide to implement every idea and use every asset provided, or you need to use a more scaled-back version, it's all about generating awareness of the issue in a way that works for your organization and community.

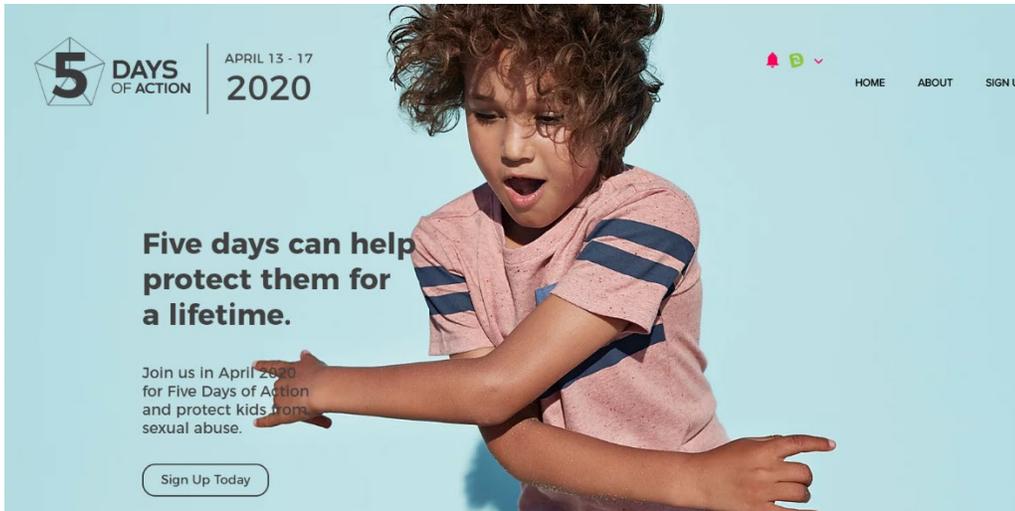
## TELL US WHAT YOU THINK

At the end of the campaign you will receive a link to a survey asking about your participation in Five Days of Action. We ask that you to complete the survey so we can learn what worked for you and how we can improve for next year!

## NOTE

The YMCA Guardians for Child Protection is a group of YMCA CEOs committed to activating the power of the Y Movement – and other youth serving organizations – to engage communities, improve internal operations, and advance policy and environmental change to protect children from sexual abuse.

# GETTING STARTED



To access all the resources, sign up at [www.fivedaysofaction.org/sign-up](http://www.fivedaysofaction.org/sign-up).

When you sign up, you're letting us know that you'll be participating, and you will gain access to helpful information and insights as we move closer to the big event.

Don't worry, we won't be providing your information to any third-parties.

## DOWNLOAD THE KIT AND TAKE A PEEK

If you're reading this you've probably already downloaded the kit, but if not, go grab it! You can find it at [www.fivedaysofaction.org](http://www.fivedaysofaction.org).

## NOTE

Beginning April 1st, the focus of the website will be modified to contain information designed for guests arriving from your Five Days of Action efforts. The website will include prevention tips, printable pledge card and sign, and information about reporting suspected abuse by state.

# KIT OVERVIEW

This year's Five Days of Action kit includes lots of resources to help you roll out the campaign in your community. Using the "Know. See. Respond." theme, the materials were designed to be easy to understand and drive adults to your other child protection activities.

## LOGOS

The Five Days of Action logo and the "Know. See. Respond." logo are available for your use. These make great additions to your in-house materials that you create for your own Five Days of Action events.



## SOCIAL MEDIA ASSETS

Graphics for social media posting are available for each day, each created to fit the theme for the day. **Please use the hashtag #FiveDaysofAction for all your social posts.**

**MONDAY** (1 graphic) – Introduction to the Five Days of Action and *Know. See. Respond.*

**TUESDAY** (2 graphics & 1 GIF) – KNOW

**WEDNESDAY** (2 graphics & 1 GIF) – SEE

**THURSDAY** (2 graphics & 1 GIF) – RESPOND

**FRIDAY** (1 graphic) – Next Steps

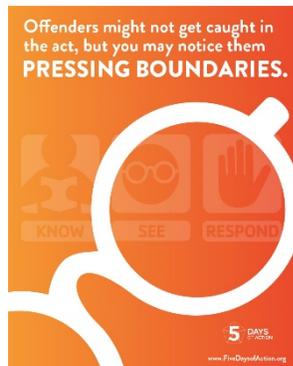
You can decide to use only one per day or all three, based on time and resources available. The graphics are available in three formats – a link image that can be used on Facebook, Twitter, and LinkedIn, an image fitted for Facebook or Instagram Stories, and an Instagram Image.

There are also branded headers for Facebook, Twitter, YouTube, and LinkedIn. Sample post copy for each graphic is supplied in the downloadable kit to help make posting as simple as possible.

### Account Header Example



### Daily Graphic Examples



### “PLEDGE TO PROTECT” CARD AND SIGN

Your community can make a pledge to protect kids by using the included card and sign. Share photos of employees, community leaders, and members holding up their signs and encourage others to print their own at [www.fivedaysofaction.org](http://www.fivedaysofaction.org). Use your own vendors to print or order them at [www.fivedaysofaction.org](http://www.fivedaysofaction.org).



## EMAIL TEMPLATES – COPY AND IMAGE HEADERS

The included email templates are designed to make it easy for you to create emails to promote Five Days of Action in your community. There are two different email options – option A which has three emails and option B which includes five emails. The templates are suggestions, feel free to use as-is, or edit in a way that works best for your community efforts.

### Email Header Example



## BUTTON AND KNOW. SEE. RESPOND. BOOKLET

The button and the *Know. See. Respond.* booklet are excellent materials to provide in your locations to bolster campaign efforts. The booklet offers prevention and reporting tips on the three habits – KNOW, SEE, and RESPOND, along with exercises and actions you can take in your daily life. Use your own vendors to print or order them at [www.fivedaysofaction.org](http://www.fivedaysofaction.org).



Know. See. Respond. Button

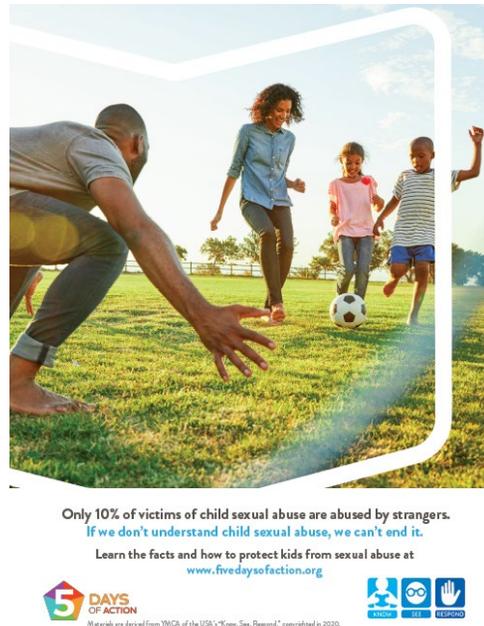


Know. See. Respond. Resource Booklet

## POSTERS

Hang the posters in your facility and add an additional sheet beneath with your local event information for the week, if applicable. There are four versions provided in the kit, including the Reporting Poster which you can hand customize to include who to report abuse to in your county. Use your own vendors to print or order them at [www.fivedaysofaction.org](http://www.fivedaysofaction.org).

### Poster Examples



## VIDEOS

The “Simple Habits” video is perfect for sharing on social media channels or scheduling to run in your facilities. It’s a great teaser video for buildup to the campaign and can be edited to include your event information for the month of April. Find the files in the Five Days of Action Kit!



## CUSTOM VIDEO

There are so many great things you can do with a custom video, from sharing on social media channels to sharing with local media. Customize and make it local to your community, including friendly faces and event specifics. Check out these awesome examples from Santa Monica YMCA. They did an intro video, a video for each habit – [KNOW](#), [SEE](#), and [RESPOND](#), and a wrap-up video.

# NEW FOR 2020

## ANIMATED GIFS

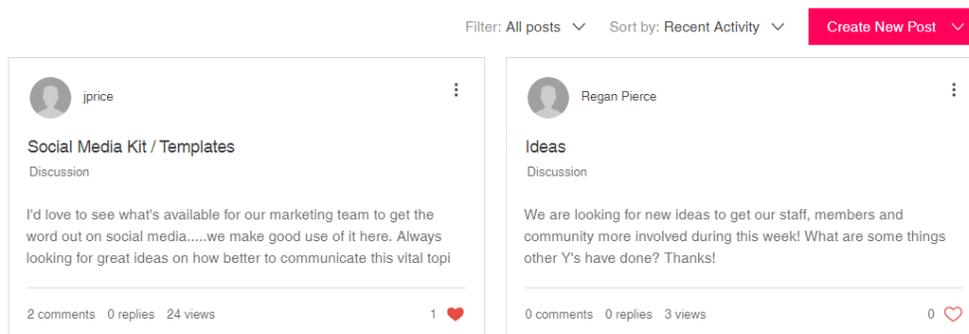
Included in the 5 Days of Action kit this year are three animated GIFS, one for KNOW, SEE, and RESPOND. These are great to use on social media to engage online audiences and can also be used in emails.

## 5 DAYS OF ACTION FORUM

New to the website this year is a forum! Head over to the forum to see what other organizations are doing for 5 Days, ask questions, and get ideas for child protection initiatives. This is a great way to connect with other YMCAs or organizations in your area as well.

## Share Your Ideas

Share your event ideas and what's worked for your own 5 Days of Action initiatives. Share photos, videos, and more!



## INTERACTIVE KNOW. SEE. RESPOND COMMUNITY BOOKLET

This year, the booklet got a face lift to include more interactive component and can be used as a resource all year long. Individuals can complete the exercises in the booklet by themselves or make it a community event and go through it together!

## BEYOND 5 DAYS: MOBILIZING YOUR COMMUNITY

A workbook designed to help YMCAs enhance their prevention training initiatives and engage partners in discovering challenges to child protection in their community. Includes a roadmap to working with partners on solutions. Available in March 2020.

# ACTIVITY IDEAS

Need some ideas to implement Five Days of Action in your community?

### Activity Idea: Pledge to Protect Event

**Tools to Use:** Pledge to Protect Cards and Signs, *Know. See. Respond.* Booklet

Make signing the Pledge to Protect an event by setting up and staffing tables encouraging community members to stop, read the card, and sign. Make a display by printing smaller sheets with just the *Know. See. Respond.* logo, have the person sign, and post all in a prominent space. Are there other community spots where you could set up (i.e. farmer's markets, partner schools and daycares, etc.)?

**Related Message:** "Join with the community and pledge to protect children! Stop by [LOCATION] today as we kick off #fivedaysofaction."

*Check out these signing events last year:*



YMCA of Montclair



YMCA of Coastal Georgia

## Activity Idea: Coordinate Across Classes/Events

**Tools to Use:** Posters, Buttons

Make the Five Days of Action and *Know. See. Respond.* part of the fabric of your organization by providing information and resources in all classes and events throughout the week. Equip all employees, part-time and full-time, to share the information with members of your community.

**Related Message:** “Join with the community and pledge to protect children! Stop by [LOCATION] today as we kick off #fivedaysofaction.”

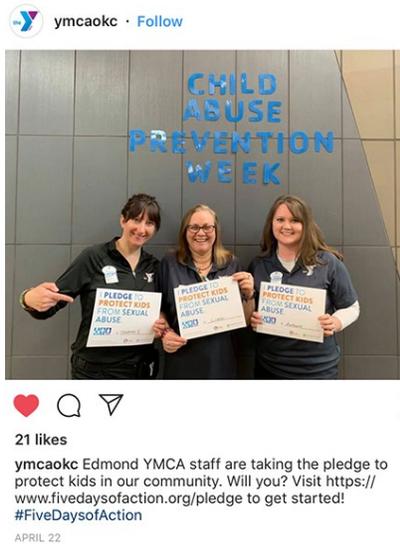
## Activity Idea: Social Media Photo Sharing

**Tools to Use:** Pledge to Protect Signs and Cards, Buttons

Ask members to complete the Pledge to Protect signs showing their commitment to child protection, then take photos and share them to your social media pages (with permission, of course). Use these photo shares to encourage others to download and complete the sign, sharing their picture to social media and tagging your YMCA.

**Related Message:** “Show your friends and family that you’re ready to KNOW, SEE and RESPOND to child sexual abuse! Download the sign at [www.fivedaysofaction.org](http://www.fivedaysofaction.org), fill it out, snap a photo, and share on your social media! Don’t forget to tag [INSERT YOUR SOCIAL MEDIA HANDLE]!”

Check out these organizations who shared on social media last year:



## Activity Idea: Child Protection Workshop

**Tools to Use:** Pledge to Protect Signs & Cards, Posters, *KNOW. SEE. RESPOND.* Booklet & Buttons

Host a workshop to highlight the steps that your organization takes to protect children and share tips for how adults can protect children anywhere they go. Share your Code of Conduct, utilize Darkness to Light and Praesidium resources, and gauge interest in future prevention education and training.

**Related Message:** “It takes all of us to protect kids! We want to share with you the ways we’re working to create safer spaces for children. Join us for an informational meeting [EVENT INFORMATION].”

## CHECKLIST: The Prep

Organize your Five Days of Action efforts can be easy Print this page and write in your own activities that support local events, too!

### TWO MONTHS BEFORE

- Download materials.** Visit [www.fivedaysofaction.org](http://www.fivedaysofaction.org).
- Meet with appropriate team members.** *Get everyone on board and excited!*
- Contact partner organizations to talk about ways to collaborate.**
- Set organization goals.** *What would success look like for your organization?*
- Order print materials.** Use your own vendor or order through [www.fivedaysofaction.org](http://www.fivedaysofaction.org).

### ONE MONTH BEFORE

- Create/schedule emails to send.** *Creating and scheduling early can make preparation less overwhelming later. Remember, the templates are suggestive only and can be changed.*
- Create/edit press release.** *Check out the template press release in the kit. Add your own information and fill in spaces that are left blank for your YMCA.*

### TWO WEEKS BEFORE

- Review your Y’s engagement with the Know Your Score (KYS)<sup>TM</sup>! Process with Praesidium.** *Take one of these steps by April 13: Sign up with Praesidium, start the assessment, complete the assessment, implement a new practice, or complete your annual reassessment of your progress and practices.*

- **Create/schedule social media posts.** Facebook will allow you to schedule posts in advance, leaving you only other accounts you may have to post daily during the event week.

## ONE WEEK BEFORE

- **Hang posters in your location as a teaser.** IDEA: Create handwritten banners to hang across the posters, covering them partially, with messages like, “NEXT WEEK!” or “COMING SOON!”
- **Did you order buttons?** Have staff start wearing them this week.
- **Do a last-minute run through of the checklist.** Is everything scheduled? What will need to be done each day? Who will handle those items?

# CHECKLIST: The Five Days

## MONDAY, APRIL 13

- **Send email #1 to all members.** Invite them to join in and sign the Pledge to Protect!
- **Send press release to local media contacts.** Reach out to personal contacts first, then send to a larger, mass distribution. Don't forget to edit the template to highlight local events!
- **Launch your social media campaign in any accounts that haven't been scheduled already.**
- **Put out materials and display posters if not done already.** Get creative and make a display.

## TUESDAY, APRIL 14

- **Kick-off the commitment card drive, asking members to commit to child protection.** Keep track of cards distributed for data collection.
- **Start sharing commitment sign photos to social media.** Don't forget to get permission before sharing any photos!
- **OPTIONAL: If you opted for the Option B email plan, send email #2 to all members.** Push them to the Five Days of Action website for more KNOW tips and resources.

## WEDNESDAY, APRIL 15

- **Encourage staff and volunteers to participate!** Staff and volunteers are perfect for photo shares to social media. Members will love seeing them there!
- **OPTIONAL: Email Option A: Send email #2 to all members. Email Option B: Send email #3 to all members.** Update them on what you're doing and share photos from events.

## THURSDAY, APRIL 16

- **Share info about your Healthy Kids Day event to social media.**
- **ACTIVITY IDEA:** *Hold an informational meeting. Share what you do to protect kids and invite the community to brainstorm more ways to make safety the number one priority.*
- **OPTIONAL:** *If you opted for the Option B email plan, send email #4 to all members. Push them to the Five Days website for tips on how to respond to and report abuse.*

## FRIDAY, APRIL 17

- **Focus on collaboration.** *Highlight your community partners through a planned event or cross promotion. Partner ideas: Child Advocacy Centers, Prevent Child Abuse Chapters, Other Youth Serving Organizations, etc.*
- **OPTIONAL: Email Option A: Send email #3 to all members. Option B: Send email #5 to all member.** *This is a great opportunity to remind your members about your Healthy Kids Day activities.*

# MEASURING YOUR IMPACT

Use this worksheet to determine what you'd like to measure, set goals for that metric, and track your actual results. As a follow up to the campaign, we'll ask you enter any info you've gathered at [www.fivedaysofaction.org/data](http://www.fivedaysofaction.org/data).

METRIC	GOAL	ACTUAL
Next Step with Praesidium <i>What do you plan to do?</i>		
Media Coverage <i>How much coverage do you get? Newspaper articles? Television news features?</i>		
Social Media Reach and Engagement <i>What's the average for both of these numbers across all your Five Days of Action posts?</i>		
Email Metrics <i>How many emails did you send? What's the average open rate and click through rate?</i>		
Total number of Pledge to Protect cards distributed and signed.		
How many staff participated? Volunteers?		
Event Details <i>What did you do? What was the attendance? Who were your partners? Include Healthy Kids Day® events here as well.</i>		

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METRIC	GOAL	ACTUAL
Hosting parent meeting or community awareness event <i>How many events did you hold?</i> <i>How many people participated?</i>		
Hosting a Darkness to Light Stewards of Children® training <i>How many trainings did you hold?</i> <i>How many people participated?</i>		
How did you raise awareness in your facility? <i>Did you use: buttons; banners; hang posters; post electronic messages on exercise equipment; other?</i>		
Track Your Own Metrics Here		
Track Your Own Metrics Here		
Track Your Own Metrics Here		

## STILL HAVE QUESTIONS?

Email [media@D2L.org](mailto:media@D2L.org) with any questions, comments, or suggestions. We want to hear what you think. We also want to see how you're using the materials, so feel free to tag Darkness to Light in your social media posts!

Five Days of Action is an initiative of  
the YMCA Guardians for Child Protection, with support from:



PRAESIDIUM