

## **Media and Outreach Tools, Templates, and Graphics**

National Family Week is a wonderful opportunity to gain publicity for your agency and your accomplishments within the community to help strengthen vulnerable children and families.

Take advantage of the tools & templates and other valuable material by filling in the blanks and printing the documents onto your letterhead. Fill in all shaded areas of each document with your localized information, and delete all shading, document titles, and instructions.

**These documents are also on the CD-ROM included in the National Family Week folder.**

- **Premise and Boilerplate**  
Include in all media outreach.
- **Backgrounder**  
General information about National Family Week.
- **Community Calendar Listing**  
Print on your letterhead. Send with Backgrounder.
- **Family Tip Sheet**  
Use in media outreach, print in your newsletter, include on your Web site, or have available at events.
- **Letter to the Editor**  
Any leader who initiates change for others should customize and send this letter.
- **Media Alert**  
Send to media with Backgrounder.
- **News Release**  
Enclose with Recruitment Letter and other mailed requests as deemed necessary.
- **Newsletter Article**  
Use in various outreach efforts.
- **Pitch Letter**  
For print, radio, and television. Send on your letterhead. Enclose the News Release.

- **30-Second Radio Public Service Announcement**  
For radio and television. Print on your letterhead.
- **Prominent Figure Request Letter**  
Print on your letterhead. Enclose the News Release and any other appropriate material.
- **Donor Request Letter**  
Customize and send with the News Release and fact sheet on your agency letterhead.
- **Sample Proclamation**  
Sample proclamation wording to enclose with Elected Official Request Letter.
- **Elected Official Request Letter**  
Print on your letterhead. Enclose the necessary material: sample Proclamation and sample Letter to the Editor, and any other background information. Address to appropriate contact person or your city's top elected official.
- **Recruitment Partner Letter**  
Print on your letterhead. Enclose the Backgrounder sheet and Newsletter Article.

## **PREMISE and BOILERPLATE**

*Include the following NFW boilerplate on all material sent out to the media and public.*

### **Premise**

The National Family Week premise is: *Children live better lives when their families are strong, and families are strong when they live in communities that connect them to economic opportunities, social networks, and services.*

### **Boilerplate**

The Alliance for Children and Families, a nonprofit membership association representing child- and family-serving organizations in the United States and Canada, has directed National Family Week efforts for more than 30 years. National Family Week is supported by The Annie E. Casey Foundation. For more information visit [www.nationalfamilyweek.org](http://www.nationalfamilyweek.org) or call (800) 221-2681.

## BACKGROUND

*For use with media outreach.*

### ***Connections Count During National Family Week***

National Family Week: *Connections Count* embraces the premise that children live better lives when their families are strong, and families are strong when they live in communities that connect them to economic opportunities, social networks, and services. These "connections," celebrated during National Family Week, include access to reliable transportation, employment opportunities, education, child care, housing, health care, and support from community networks and institutions. These are the main messages for National Family Week: *Connections Count*, scheduled for November XX-XX.

Local activities will include (briefly list specific activities, ceremonies, and events in your area.)

#### **Ways to Celebrate National Family Week: *Connections Count***

- **Get involved.** Participate in local National Family Week activities.
- **Extend your family.** Meet and get to know your neighbors. Plan a neighborhood supper.
- **Be a leader.** Organize or participate in a school meeting about improving your child's education.
- **Be a volunteer.** Coordinate family volunteer projects with other groups in your community.
- **Connect with the community.** Select an issue that can improve your community. Work with local officials or local nonprofit agencies to effect change.
- **Take it to work.** Encourage employers to consider family-friendly work options, such as flexible hours and time off to attend school functions.

National Family Week: *Connections Count* is being coordinated in name of city by your agency name and list partners. The Alliance for Children and Families, a nonprofit membership association representing child-and family-serving organizations in the United States and Canada, has directed National Family Week efforts for more than 30 years. National Family Week is supported by The Annie E. Casey Foundation. For more information visit [www.nationalfamilyweek.org](http://www.nationalfamilyweek.org). For local information call, add your agency phone number.

For immediate assistance or to arrange interviews, call:

Your name, title

Phone number

E-mail address

## COMMUNITY CALENDAR LISTING

*Print on your letterhead*

### **City** *Makes Connections Count* **during National Family Week**

Your organization and other area partners will celebrate National Family Week on insert date, time, and location. Include brief description of event, if necessary. This event is free and open to the public.

For additional information, including tips on getting involved and up-to-date information, call your name at your organization at XXX/XXX-XXXX or visit [www.nationalfamilyweek.org](http://www.nationalfamilyweek.org).

The Alliance for Children and Families, a nonprofit membership association representing child-and family-serving organizations in the United States and Canada, has directed National Family Week efforts for more than 30 years. National Family Week is supported by The Annie E. Casey Foundation.

## FAMILY TIP SHEET

*Adapt, print on your agency letterhead and use as background material for any outreach efforts you deem appropriate or distribute to families.*

### **Tips for Celebrating National Family Week and Making *Connections Count***

Participate in National Family Week. Start with Thanksgiving week, November **XX-XX**, and honor the connections you have with your family and community. National Family Week: *Connections Count* embraces the premise that children live better lives when their families are strong, and families are strong when they live in communities that connect them to economic opportunities, social networks, and services. These "connections" celebrated during National Family Week, include access to reliable transportation, employment opportunities, education, child care, housing, health care, and support from community networks and institutions.

#### **Ways to Celebrate National Family Week: *Connections Count***

- **Get involved.** Participate in local National Family Week activities.
- **Extend your family.** Meet and get to know your neighbors. Plan a neighborhood supper.
- **Be a leader.** Organize or participate in a school meeting about improving your child's education.
- **Be a volunteer.** Coordinate family volunteer projects with other groups in your community.
- **Connect with the community.** Select an issue that can improve your community. Work with local officials or local nonprofit agencies to effect change.
- **Take it to work.** Encourage employers to consider family-friendly work options, such as flexible hours and time off to attend school functions.

Visit [www.nationalfamilyweek.org](http://www.nationalfamilyweek.org) to learn about National Family Week celebrations across the country and get helpful hints for making *Connections Count*. For local information call, **add your agency phone number**.

The Alliance for Children and Families, a nonprofit membership association representing child-and family-serving organizations in the United States and Canada, has directed National Family Week efforts for more than 30 years. National Family Week is supported by The Annie E. Casey Foundation.

## LETTER TO THE EDITOR

*This Letter to the Editor could be sent by an Alliance member agency's CEO/Executive Director or you could request that your elected official send this Letter to the Editor. Customize the letter by adding your own specific examples similar to those listed below. If you'd like to have an elected official submit the Letter to the Editor, then send an Elected Official Request Letter and include a customized version of this letter and the sample Proclamation.*

Date

Name

Newspaper

Address

City, State, Zip

To The Editor:

As we approach Thanksgiving and the annual celebration of National Family Week, November XX-XX, it is important that we take the time to measure the ways in which over the past year we have helped vulnerable families make sustaining and enriching connections. We should ask ourselves, "What have we done as a community, to connect vulnerable families to the opportunities, networks, services, and sources of support that enable them to become self-sufficient, thus building upon a considerable strength of our community found in our families?"

- Your city should take pride in the fact that we were able to secure a federal mass transportation matching grant in the amount of \$35,000 to increase service on two express bus routes from the central city to western industrial sections, thus connecting able employees to an expanding labor market.
- We should again acknowledge the work of the dozens of south side Hispanic women who saw the need for low-cost to no-cost health services afforded by a stable and convenient provider, and then mobilized their efforts to make the Fourth Street Center a reality.
- We should thank the small group of dedicated parents who, with the assistance of the staff at Woodland Elementary School, have provided children in grades four through six with the opportunity to participate in a new after-school enrichment program that accentuates daily math and science lessons with hands-on activities.

We should all take the time to thank those whose efforts help to strengthen families during the opportunity presented each year by National Family Week, and also thank them daily for their commitments of time and effort. Remember, National Family Week: Connections Count embraces the premise that children live better lives when their families are strong, and families are strong when they live in communities that connect them to economic opportunities, social networks, and services.

The Alliance for Children and Families, a nonprofit membership association representing child-and family-serving organizations in the United States and Canada, has directed

National Family Week efforts for more than 30 years. National Family Week is supported by The Annie E. Casey Foundation.

Cordially,

Name and Title

## **MEDIA ALERT**

*Send to media a few day prior to your event.*

### **National Family Week Honors the Connections that Strengthen Families and Communities in your City**

**WHAT:** National Family Week (November **XX-XX**)

**WHO:** Everyone in **your city** is encouraged to recognize the importance of families to our community, and join others across the country in thanking the organizations and individuals that strengthen families every day:

- The employer that has created family-friendly work options such as flexible hours and time off to attend school functions.
- The policymaker or community leader who redirects policies and resources to benefit families.
- The placement center that connects parents to jobs.
- The neighborhood organization that bonds families to community.

In **your city**, National Family Week is being coordinated by **your organization and partners**. National Family Week is organized by the Alliance for Children and Families with generous support from The Annie E. Casey Foundation.

**WHERE:** Date, time, location

**HOW:** **Provide a summary of the activities planned for your community or** Here are ways to celebrate National Family Week:

- Get involved in local National Family Week activities.
- Celebrate the connections you have with your family and community.
- Encourage employers to consider family-friendly work options such as flexible hours and time off to attend school functions.
- Select an issue that can improve your community. Work with local officials to effect change.
- Volunteer with a nonprofit organization on projects that benefit your community.

**WHY:** *Connections Count* when it comes to strengthening families and communities. Children live better lives when their families are strong, and families are strong when they live in communities that connect them to economic opportunities, social networks, and services.

For more information: [www.nationalfamilyweek.org](http://www.nationalfamilyweek.org) or call **XXX-XXX-XXXX**.

**EDITOR'S NOTE:** If you'd like to interview a local spokesperson or talk to families and organizations making a difference in your city, please contact **your name** at **XXX-XXX-XXXX** or **your e-mail address**.

## NEWS RELEASE

FOR IMMEDIATE RELEASE

Local Contact

Your Name, XXX/XXX-XXXX

Your e-mail address

### Strong Families are at the Center of Strong Communities

*National Family Week Set for November XX-XX, 200X*

Your city, state (insert date of distribution) – During Thanksgiving week, the citizens of name of city will join thousands of people and organizations across the United States during National Family Week and celebrate the connections they have with their families and communities.

Groups across the country will host National Family Week celebrations in honor of children and families in their communities. Those events will include Insert brief description about local activities. Include date, time, and location.

National Family Week: *Connections Count* embraces the premise that children live better lives when their families are strong, and families are strong when they live in communities that connect them to economic opportunities, social networks, and services. These "connections," celebrated during National Family Week, include access to reliable transportation, employment opportunities, education, child care, housing, health care, and support from community networks and institutions.

"Ordinary families are extraordinarily important to our communities and our country," says your name, title of name of your organization. "When America's diverse families and children are healthy, our nation prospers. That's why we hope everyone will take time during National Family Week to honor the connections that support and strengthen families year-round. Let's recognize the value of families, as well as the importance of family values."

Sam Wiley, who was a teacher and administrator in Indianapolis, founded National Family Week in 1968. The Alliance for Children and Families, a nonprofit membership association representing child-and family-serving organizations in the United States and Canada, has directed National Family Week efforts for more than 30 years. National Family Week is supported by The Annie E. Casey Foundation.

The ideas below are ways to celebrate National Family Week:

- Get involved in local National Family Week activities.
- Celebrate the connections you have with your family and community.
- Encourage employers to consider family-friendly work options such as flexible hours and time off to attend school functions.

- Select an issue that can improve your community. Work with local officials to effect change.
- Meet and get to know your neighbors.
- Volunteer with a nonprofit organization on projects that benefit your community.

Visit [www.nationalfamilyweek.org](http://www.nationalfamilyweek.org) learn more about National Family Week and get helpful hints for making *Connections Count* or call **agency name and phone number.**

**Agency Name**

Add agency description.

# # #

## NEWSLETTER ARTICLE

*Use in various outreach efforts, publish in your agency newsletter, or post on your agency Web site.*

### **National Family Week, November XX-XX, Honors the Connections that Strengthen Families in your City**

Celebrated for more than 30 years, National Family Week is held the week of Thanksgiving. It provides everyone opportunities to honor the connections that support and strengthen families, connections both within families and from families to their communities. That's why the theme is *Connections Count*.

National Family Week: Connections Count embraces the premise that children live better lives when their families are strong, and families are strong when they live in communities that connect them to economic opportunities, social networks, and services. These "connections," include: economic self-sufficiency, dependable transportation, reliable child care, accessible health care, applicable education and training, and affordable housing.

Your company/organization, working with name of partner organization(s), is planning special activities for the your city area. Provide a brief description of your local activities and how the organization is participating.

The Alliance for Children and Families, a nonprofit membership association representing child-and family-serving organizations in the United States and Canada, has directed National Family Week efforts for more than 30 years. National Family Week is supported by The Annie E. Casey Foundation.

The following are ways to celebrate National Family Week:

- Get involved in local National Family Week activities.
- Celebrate the connections you have with your family and community.
- Encourage employers to consider family-friendly work options such as flexible hours and time off to attend school functions.
- Select an issue that can improve your community. Work with local officials to effect change.
- Meet and get to know your neighbors.
- Volunteer with a nonprofit organization on projects that benefit your community.

For more information, tips, and a listing of local events, visit [nationalfamilyweek.org](http://nationalfamilyweek.org) or call your name at XXX/XXX-XXXX.

## PITCH LETTER

*For print, radio, and television*

*Send on your letterhead*

*Enclose the News Release*

Date

Name

Title

Publication

Address

City, State Zip

Dear name:

During National Family Week, November XX-XX, thousands of people across America and here in your city will honor their families and say thank you to the special people who help families succeed every day.

The theme of National Family Week is *Connections Count* and its premise is: Children live better lives when their families are strong, and families are strong when they live in communities that connect them to economic opportunities, social networks, and services. Organized nationally by the Alliance for Children and Families, with support from The Annie E. Casey Foundation, National Family Week gives America a chance to honor the connections that support and strengthen families year-round. We are planning a variety of family-friendly activities, and can provide tips for families, businesses, and other groups to celebrate National Family Week.

We also can provide stories of local families and organizations that will inspire your readers to recognize the special connections in their own lives. The name family of name of city is one example. Doug and Patricia Smith, and their two sons, organize a neighborhood dinner once a month. The time they spend together has proven invaluable for building relationships with others in the community, teaching values, and carving out quality time together. Customize with your own compelling example here.

I have enclosed background materials. Please contact me at XXX/XXX-XXXX, or your e-mail address for more information, or visit [www.nationalfamilyweek.org](http://www.nationalfamilyweek.org).

Thanks for your time and consideration!

Sincerely,

Your name

Enclosures

**30-SECOND  
PUBLIC SERVICE ANNOUNCEMENT**

*Print on your letterhead*

*Send to radio and TV every other Monday from  
late October through National Family Week.*

**"National Family Week in Your City"**

Local Contact: Your Name  
Name of your organization  
Phone: XXX/XXX-XXXX  
Air Dates: November X - November XX, 200X  
Length: :30 seconds

Celebrate National Family Week: *Connections Count*, November XX-XX.

Join people across the country to honor our families and thank the special people who strengthen families every day:

- The employer that has created family-friendly work options.
- The community leader who works to strengthen families.
- The neighborhood organization that bonds families to community.

National Family Week is made possible from the work of the Alliance for Children and Families, and the support of The Annie E. Casey Foundation. For more information about planned activities in your city, call your organization at XXX/XXX-XXXX or visit [www.nationalfamilyweek.org](http://www.nationalfamilyweek.org).

## PROMINENT FIGURE REQUEST LETTER

*Print on your letterhead*

*Enclose the News Release and other background material.*

Date

Name

Title (if applicable)

Address

City, State ZIP

Dear name:

During National Family Week (Nov. XX-XX), events honoring families and their connections to their communities will be taking place nationwide, including right here in name of city.

We invite you to participate in the biggest National Family Week in its more than 30-year history by participating as your schedule permits. It is a wonderful opportunity to honor the most important institution in America - the family.

National Family Week, coordinated by the Alliance for Children and Families with generous support from The Annie E. Casey Foundation, takes place Nov. XX-XX, the week of Thanksgiving. It's a time when many families traditionally celebrate their connections with one another. We're also encouraging everyone to celebrate the special connections that exist within neighborhoods and communities that help strengthen families. Accordingly, the theme for National Family Week is *Connections Count*.

National Family Week: Connections Count embraces the premise that children live better lives when their families are strong, and families are strong when they live in communities that connect them to economic opportunities, social networks, and services. These "connections" include: economic self-sufficiency, dependable transportation, reliable child care, accessible health care, applicable education and training, and affordable housing.

We know you are very busy. We promise your efforts on behalf of National Family Week will take just a small amount of your time. You and your family might participate by:

- Endorsing the Event: Provide a quote for a news release.
- Media/Talk Shows: Appear on a radio and television talk show and/or conduct a newspaper interview. A local spokesperson for the event will appear with you.
- Day of Event Participation: Describe your local plans and how they can participate (keep it short and simple) and bring your family and friends along.

We will arrange all media appearances and provide you with detailed background information, including talking points. I have enclosed additional information regarding National Family Week and will call within a few days to answer any questions you may have.

Thank you in advance for considering this invitation. We sincerely believe you and your family can help make National Family Week a major success for name of city!

Sincerely,

Signature

## DONOR REQUEST LETTER

*Customize and print onto your agency letterhead and send with the sample news release and background on your agency.*

Date

Name

Title

Company name

Address

City, State, Zip

Dear name of agency or business representative:

As we approach the beginning of the holiday season, a time families traditionally connect and celebrate, we'd like to invite name of agency or business to help demonstrate how grateful we are to the people and entities that support city name's families.

During National Family Week, Nov. XX-XX, name of your agency will be expressing thanks to the individuals, agencies, and businesses that help our families thrive, and to the families themselves, by hosting a title of event on date. Name of business or agency can play a vital role in our event by briefly describe what you are seeking in terms of volunteers, or material or monetary support.

National Family Week: Connections Count embraces the premise that children live better lives when their families are strong, and families are strong when they live in communities that connect them to economic opportunities, social networks, and services. These "connections" include: economic self-sufficiency, dependable transportation, reliable child care, accessible health care, applicable education and training, and affordable housing. Locally, families will be participating in National Family Week by attending our provide further information on event.

In order to make our event a memorable occasion for the families who will participate, your agency name needs provide a list of materials, areas in which volunteers are being sought, or uses to which monetary contributions would be put. Be as specific as deemed necessary in order to encourage assistance from the potential donor.

Enclosed you will find background information on our National Family Week efforts. Thank you in advance for your consideration and for taking the time to learn about National Family Week. For more information on this nationwide celebration, please visit [www.nationalfamilyweek.org](http://www.nationalfamilyweek.org). I will call you in a few days to talk about this opportunity and to respond to any questions you might have.

We hope that name of organization or business will join us in making this year's National Family Week a major success in name of city. Thank you for your efforts in helping city name's families.

Sincerely,

Your name

Enclosure

**SAMPLE PROCLAMATION**  
*Sample proclamation*  
*Send with Elected Official Request Letter*

**WHEREAS**, your state/city/region is blessed with a multitude of families - an essential part of the cultural, social, and spiritual fabric that is your state/city/region; and

**WHEREAS**, your state/city/region recognizes strong families are at the center of strong communities;

**WHEREAS**, everyone has a role to play in making families successful, including neighborhood organizations, businesses, nonprofit agencies, policymakers, and, of course, families themselves;

**WHEREAS**, during Thanksgiving week we all should take time to honor the importance of families, and recognize the special connections that support and strengthen families year-round;

**WHEREAS**, we all should recommit to enhancing and extending all of the connections that strengthen and enrich families;

**WHEREAS**, with the assistance and resources of agencies and organizations such as the Alliance for Children and Families and its local member agency, your organization, we can help families of all shapes and sizes create a better future for all of your state/city/region;

**NOW, THEREFORE**, I name of governor, mayor, or elected official, title of name of your state/city/region, do hereby proclaim November XX through November XX, Name of your state/city/region National Family Week, and I commit this observance to the people of your state/city/region.

Signature

## Elected Official Request Letter

*Customize message as needed, print on your letterhead and enclose the necessary material: sample Proclamation, sample Letter to the Editor, and any other background information. Address to appropriate contact person or your city's top elected official.*

Date

The Honorable name of governor, mayor, or elected official

Title - governor/mayor

c/o contact name

State/City of name of state or city

Address

City, State Zip

Dear contact person or governor/mayor/elected official:

We cordially invite you to support National Family Week and ask you to please consider issuing a proclamation and participating as your schedule permits. Last year, The President of the United States, 39 governors, and over 140 mayors proclaimed National Family Week. National Family Week is a wonderful opportunity to honor the most important institution in America - the family.

Hundreds of communities across the country will celebrate National Family Week November XX-XX, the week of Thanksgiving, a time when many families traditionally celebrate their connections with one another. We also are encouraging everyone to celebrate the special connections that exist within neighborhoods and communities that help strengthen families. Accordingly, the theme for National Family Week is *Connections Count*.

National Family Week: Connections Count embraces the premise that children live better lives when their families are strong, and families are strong when they live in communities that connect them to economic opportunities, social networks, and services. These "connections," celebrated during National Family Week, include access to reliable transportation, employment opportunities, education, child care, housing, health care, and support from community networks and institutions. Everyone has a role to play in making families successful, including neighborhood organizations, businesses, nonprofits, policymakers, and, of course, families themselves.

We know you are very busy. We promise any efforts on behalf of National Family Week will take just a small amount of your time. Please consider the following:

- **Issue a proclamation:** Through a proclamation we are asking you to declare the week of November XX-XX as National Family Week in name of city. Make sure to mention if your city or governor/mayor has issued a proclamation in previous years. A proclamation would serve as an effective endorsement, greatly enhancing the potential for families to participate. We have enclosed suggested language and would be happy to complete any required paperwork.
- **Kick off an Event:** If your schedule allows, we would like for you and your family to take a leadership role in making *Connections Count*. This might include participation in a local event, such as specifically mention your plans for National Family Week activities, or perhaps you'd consider hosting a policy forum to showcase or discuss the work your administration is doing to help strengthen families in your state/city/region.
- **Submit a Letter to the Editor:** In a letter to the editor, you can use National Family Week as an opportunity to underscore the many ways our community has helped strengthen children and families this past year. We have enclosed a sample letter with suggested language that you can send under your name and mail to add name of local paper.

Any help you can provide will help our community honor the importance of families, and encourage everyone to enhance and expand the connections in their own lives. We will call within a few days to confirm receipt of this letter. Should you or a member of your staff have questions or need additional information, please call your name at XXX/XXX-XXXX or your e-mail address. For more details on National Family Week nationwide, visit [www.nationalfamilyweek.org](http://www.nationalfamilyweek.org).

National Family Week is coordinated in your city by your organization, with national assistance from the Alliance for Children and Families and the generous support of The Annie E. Casey Foundation.

Thank you in advance for considering this invitation. We sincerely believe you and your family can help make National Family Week a major success in name of state/city/region.

Respectfully yours,

Name of your organization's CEO/executive director or board president  
Title

Enclosures

## RECRUITMENT LETTER

*Print on your letterhead*

*Enclose the backgrounder, news release or newsletter article*

Date

Contact name

Title

Name of company/organization

Address

City, State Zip

Dear name:

As one of name of city's most family-friendly companies/organizations, you would not want to miss the chance to participate in the biggest National Family Week in the event's more than 30-year history.

During the week of Thanksgiving, name of company/organization this letter is addressed to can help your agency name honor families and thank the special people who help them thrive daily. We are sure you would want to be involved as the National Family Week premise is: Children live better lives when their families are strong, and families are strong when they live in communities that connect them to economic opportunities, social networks, and services. In your city, this annual event will feature include a brief description of your plans.

Your participation and support are appreciated. We all know strong families are at the center of strong communities. Everyone has a role to play in making families successful, including neighborhood organizations, businesses, nonprofits, policymakers, and families themselves.

Below is a list of suggested ideas for getting involved.

Provide a short, bullet-point list of ways the organization can help. Consider using the following and add your own requests.

Name of company/organization this letter is addressed to would like to:

- Partner with you in planning and participating in (add information on your local event.)
- Hold a National Family Week event for our employees/volunteers/members. We'd like to partner with you in planning and publicizing our efforts.
- Endorse National Family Week. Please feel free to add our name to your list of companies and organizations that support this worthwhile effort.
- Link our company's Web site to the National Family Week Web site, [www.nationalfamilyweek.org](http://www.nationalfamilyweek.org).
- Include an article about National Family Week on our Web site or our company newsletter.
- Write a letter to the editor explaining the importance of National Family Week..
- \_\_\_\_\_
- \_\_\_\_\_

Thank you in advance for your consideration and for taking the time to learn about National Family Week. The Alliance for Children and Families, a nonprofit membership association representing child-and family-serving organizations in the United States and Canada, has directed National Family Week efforts for more than 30 years. National Family Week is supported by The Annie E. Casey Foundation. I will call you in a few days to talk about this opportunity and to respond to any questions you might have.

We sincerely hope that **name of organization** will join us in making this year's National Family Week a major success in **name of city!**

Sincerely,

**Signature**

Enclosures