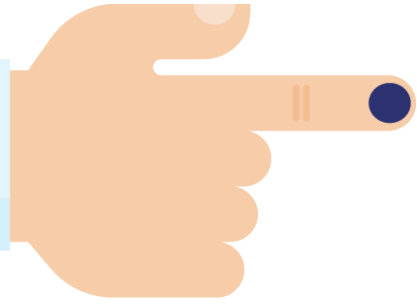


The MANicure MovementSM

Polishing Off Child Abuse



INSTRUCTIONS FOR COMPANY CHAMPIONS

Thank you for agreeing to become a champion for the MANicure MovementSM within your company or community organization. With your help we are working to increase awareness of child abuse as a national health crisis; a crisis that can, and must, be prevented!

Within this MANicure kit you will find everything you need to get others involved in the movement. Here is what we are asking you to do in five easy steps:

1. **Announce a day/time** (or several) for MANicures to be given onsite at your office location or during an employee or community gathering. To encourage participation, you may want to offer snacks or another incentive to attend.
2. At the announced days/times, have a team ready to **polish the nail of at least one pointer finger** in the “prevention blue” polish that has been provided. Full “MANicures” are of course possible, but we are painting the pointer finger to represent the 1 in 5 children abused before they turn 18.
3. **Provide the infographic** card to each individual that receives a MANicure. Use that to prompt conversation about what we can do to help recognize and prevent violence against children. Encourage your team members to pass the infographic on to others as well.
4. A typical manicure costs about \$20. While donations are strictly optional, we **welcome contributions** of any amount to help *polish off* child abuse. A donation envelope has been provided for your use in collecting and accounting for donations. Credit card contributions can also be made via the MANicure MovementSM campaign site: www.MANicureMovement.com **NOTE:** *After your company campaign is complete, please alert sharon.nelson@cbccfl.org that your donation envelope is ready for pick up.*
5. Here’s where the real fun starts! The MANicure MovementSM is designed to **create interest and momentum**. Make sure you get a group shot of those with polished nails for your company social pages. Encourage all those who participate to post, tweet, snap and share pictures of their polished nails -- referencing **#MANicureMovement** and tagging Community Based Care of Central Florida. Challenge them to challenge others to get involved in the effort to polish off child abuse by providing a link to the campaign site - www.MANicureMovement.com.

THANK YOU FOR YOUR COMMITMENT TO CHILDHOOD VICTIMS OF ABUSE, NEGLECT AND ABANDONMENT.
For more information contact Sharon.Nelson@cbccfl.org or call 407-690-7490.