Your Children’s Sabbath will have the greatest impact if it is effectively promoted and publicized both within your place of worship and to the broader public.

This chapter has suggestions and resources for:

- Spreading the Word in Your Place of Worship;
- Reaching Out to the Community and Media; and
- Reproducible Resources: Bulletin and Newsletter Inserts.
Spreading the Word in Your Place of Worship

- **Bulletin Inserts**: Place the first bulletin insert in this section announcing the Children’s Sabbath in your congregation’s bulletin or newsletter approximately one month before the date. The second bulletin insert is intended to be distributed on the Children’s Sabbath. The third bulletin insert may be used at any time.

- **Newsletter**: Include other information in your place of worship’s newsletter. Adapt the sample newsletter article in this section or write your own.

- **Posters**: Make posters announcing the Children’s Sabbath and display them in appropriate locations in your building(s). Involve youths and children in making these posters.

- **Announcements**: Request time to make an announcement during the worship service one or two weeks before the observance.

- **Emails**: If your place of worship has an email list of members, get permission to send an email to the members reminding them of the upcoming Children’s Sabbath.

- **Yard Sign**: Make a yard sign to place on the grounds in front of your place of worship, announcing the Children’s Sabbath.

- **Letters**: Send the bulletin insert or a letter about the Children’s Sabbath home with the children who participate in your place of worship’s educational programs. After securing any needed permission to send a letter to the mailing list for your place of worship, write a letter describing the Children’s Sabbath that encourages members to join the celebration on the designated weekend.

- **Website**: If your place of worship has a website, post an announcement.

- **Social Media**: Use various forms of social media such as Facebook, Twitter, SnapChat and LinkedIn to spread the word about your Children’s Sabbath activities.

- **Keep it up!** Don’t forget to continue to focus attention on the Children’s Sabbath and the needs and opportunities for response after the weekend itself. Use these same media channels to report on your place of worship’s response, announce the total items and money collected, share stories of children and families who were helped, and encourage continued action.
Sample Article for Your Place of Worship’s Newsletter:
Moving Forward with Hope: Love and Justice for Every Child

Focus of 2017 Children’s Sabbath

The 2017 National Observance of Children’s Sabbaths® Celebration, “Moving Forward with Hope: Love and Justice for Every Child,” takes place this October (enter date). We will be joining with thousands of places of worship all across the nation as together people of faith affirm their determination to move forward with hope to assure every child love and justice. One way we can do that is by ending child poverty in our rich nation so all children have their basic needs for food, housing, and health care met. We will be raising a voice of concern about child poverty, learning how we can help end it and exploring other ways to move forward with hope to assure every child love and justice. We will be taking action on the Children’s Sabbath weekend and looking at ways we can continue to work faithfully throughout the year through direct service, raising awareness, and working for justice so every child has a hopeful future in which they have not only what they need to survive but also what will help them to thrive.

Here at [name of your congregation], we will [name elements of your Children’s Sabbath observance.] For more information and to find out how you can be involved, contact [name of contact or coordinator in your place of worship.]
Promoting Your Children’s Sabbath

Reaching Out to the Community and Media

- **Introduce the Children’s Sabbath to clergy and interfaith associations**, civic groups and other organizations that may be interested in supporting, attending or publicizing your Children’s Sabbath.

- **Mail a letter to civic, social and religious organizations in your community**, and offer to speak about the Children’s Sabbath at their meetings or gatherings. For example, you might contact the PTA, Lions Club, Rotary, interfaith associations, Boy Scouts and Girl Scouts of America and other community organizations. Invite them to participate in your place of worship’s Children’s Sabbath or to plan their own Children’s Sabbath.

- **Attend community events** such as school open houses, local health fairs and parades to distribute information about the Children’s Sabbath. Make sure to obtain permission from event organizers.

- **Put up posters or flyers** on community bulletin boards and in other permissible locations throughout your community.

- **Remember the impact of an invitation and the influence of “word of mouth.”** Encourage members to invite friends, neighbors and colleagues to the Children’s Sabbath. People who have written off organized religion as irrelevant to them and their lives may be pleasantly surprised to find your place of worship working joyfully for justice to improve the lives of children across our nation.

- **Include information about the Children’s Sabbath on your blog, Facebook page and other social media channels.**

- **Adapt the sample news release in this section and submit it to the religion page of your local newspaper, local online news feeds, and to religious newspapers or newsletters in your area**, including denominational publications as appropriate. Follow up with a telephone call to each.

- **Reach out to a newspaper columnist.** If you have any contacts who know a columnist for the local paper, solicit their help in pitching the Children’s Sabbath to the columnist.

- **Contact your local radio station** to learn the requirements and formats for having your Children’s Sabbath events publicized as a Public Service Announcement (PSA) or on its community calendar or community bulletin board. You may be asked to prepare a “live read” script — a brief (10 second) script giving the basic information. For example:

  **PSA Live-Read Script**

  This weekend, all across our nation thousands of religious congregations of many faiths will be uniting to focus on children in need — especially the more than 14.5 million children who live in poverty. Together, people of faith will be committing to improve the lives of our nation’s children through direct service and work for justice to give every child a fair start. The National Observance of Children’s Sabbaths, now in its 26th year, will be marked here in [name of town] by [name of congregation] on [date] at [time] with [name type of event, e.g., worship or education program]. All are invited to participate as part of the National Observance titled, “Moving Forward with Hope: Love and Justice for Every Child.”

  Type it, double-spaced, with accurate names, times and addresses. Be sure to include your name as a contact for the station, with daytime and evening phone numbers. Send it to the station at least two weeks in advance.
Promoting Your Children’s Sabbath

- **Invite the local media** — television, radio and print — to attend and publicize the Children’s Sabbath. Tell them about aspects of the event that promise to be visually interesting and emotionally compelling. Point out that the Children’s Sabbath is a way to focus attention on serious problems facing children and on positive ways to make a difference. Let them know about any well-known speakers who will be participating in your Children’s Sabbath.

- **Arrange for a local spokesperson or an interfaith panel of speakers to participate on a radio or television talk show program** about an issue of concern for the children in your community.

- **If your community has a cable or public access television station, contact the station’s producers to arrange an interview.** Check if they will list the Children’s Sabbath on their billboard of local events.

- **Write a letter to the editor** about the concerns which your Children’s Sabbath is focusing on, whether ensuring every child a strong start through early childhood development or about the violence of child poverty that harms more than 14.5 million children in our rich nation. Offer the Children’s Sabbath as a way to learn more and become involved. Watch the newspaper for articles about early childhood development, gun violence, poverty, and children in general so that you can relate your letter to those articles and time it appropriately.

**News Release for Local Media**

One of the goals of the *National Observance of Children’s Sabbaths* is to reach a wider, secular audience with a message about children's needs and the religious community's concern and commitment to meeting those needs. We encourage you to use the sample news release below as a model for explaining the Children’s Sabbath to your local newspaper’s religion or community news editor and as a means of generating a news story. If you know of other congregations in your community that will also be celebrating the Children’s Sabbath, contact them about preparing a joint news release.

Here are steps to follow:

1) **Call your newspaper** to obtain the name of the religion writer or city editor. If you know someone who works for the newspaper or has contacts there, ask for their help in getting the news release into the right hands.

2) **Email the news release** to the right person at the paper in early October, two to three weeks before your Children’s Sabbath.

3) **Follow up with a telephone call a few days later.** Remember, the news media are looking to cover a newsworthy story, not to promote a particular event. In your communication with them, emphasize that the Children’s Sabbath is about children’s issues of concern to many people and is a practical and inspiring example of how people are taking action. Emphasize that your celebration is part of a growing national movement among religious congregations to improve the well-being of America’s children. Suggest that reporters contact the Children’s Defense Fund’s Communications Department at (202) 628-8787 for background information and a national perspective to supplement your own.

4) **Send a letter of thanks to the reporter** if the paper does cover your story, with copies to superiors. Building and maintaining a good relationship with the religion writer or other reporter may help gain coverage of follow-up efforts developing from your Children’s Sabbath and of the event in subsequent years.

5) **Send a copy of any coverage you receive to the Religious Action Division of the Children’s Defense Fund** to assist in further promotion of the Children’s Sabbath. Send information about your Children’s Sabbath to CDF Attn: Communications, 25 E Street, N.W., Washington, D.C. 20001 or email a description to religiousaction@childrensdefense.org
Sample News Release

FOR IMMEDIATE RELEASE
October [date], 2017

For More Information Contact:
(Contact Name)
(Contact Phone/Email)

[Insert Congregation’s Name] Joins the Children’s Defense Fund in Multifaith National Observance of Children’s Sabbath® Celebration

Children’s Sabbath to Focus on Ending Child Poverty

[Insert City, State] — [Insert congregation’s name] will [describe events planned, such as holding a special worship service or conducting service and advocacy activities] on [Insert date, time, and location] with the theme: “Moving Forward with Hope: Love and Justice for Every Child.” This year the Children’s Sabbath is focusing on ending child poverty.

“Seeding and building a transformative social justice movement requires a deep and strong spiritual base and reaching out and listening to and engaging a wide variety of constituencies who share their deepest hopes, fears, and concerns over time. Movements do not happen overnight,” said Marian Wright Edelman, President of the Children’s Defense Fund. “Working in partnership with people of faith and people of moral courage in communities across our nation, we will keep planting and nurturing seeds to organize a movement to end immoral, indefensible, and costly child poverty in America as the 50th anniversary of Dr. King’s Poor People’s Campaign approaches in 2018. The Poor People’s Campaign gave birth to CDF’s parent organization, the Washington Research Project, in 1968. I know Dr. King would be calling for a campaign to end child poverty in rich America today when wealth and income gaps between rich and poor are at historic levels. That children are the poorest age group in America is morally indefensible and economically costly and a great threat to our future economic and national security. The 2017 multifaith National Observance of Children’s Sabbaths celebration is a vital part of building the transformative movement we need. Together, we can and must move forward with hope to ensure love and justice for every child.”

[Insert statement from a local religious leader]

[Insert congregation’s name] is one of thousands of churches, synagogues, mosques, Bahá’í communities, temples, and other places of worship around the nation celebrating the Children’s Sabbath this weekend as part of the Children’s Defense Fund’s annual observance. The multifaith weekend seeks to inspire congregations and religious organizations to work on behalf of children through prayer, service, and advocacy throughout the year.

For more information about [Insert congregation’s name]’s celebration of the Children’s Sabbath, contact [Insert contact person’s name, title, group affiliation, telephone number and email address, if available].

###
Reproducible Resources

The following pages provide several resources that may be photocopied. No additional permission is needed.

**Announcement Inserts** (Pages 8 - 9)
The first insert for your bulletin or newsletter is to announce your plans to participate in the *National Observance of Children’s Sabbaths* weekend. Fill in the blanks to provide the date(s) and time(s) of the Children’s Sabbath event(s) planned in your place of worship and provide the name and contact information of someone in your place of worship whom others can contact to volunteer or get involved in other ways to help with the Children’s Sabbath. Distribute this bulletin insert about one month before your Children’s Sabbath events to alert your members, build excitement and bolster participation.

This insert makes two half-page size inserts per photocopy.

For pages 8 and 9, make a two-sided photocopy and cut down the middle to make two sets of 5 ½” x 8 ½” bulletin inserts.

**Children’s Sabbath Service Inserts** (Pages 10 - 11)
The following inserts may be used on the day you celebrate the Children’s Sabbath or any time to raise awareness and encourage a prayerful response and commitment to act. Insert it into your bulletin, if your place of worship uses one, or simply hand it out at an appropriate time, perhaps as people arrive or depart.

Each of these insert pages are formatted horizontally to include two panels per 8 ½” x 11” page. Make two-sided photocopies of the bulletin inserts, and fold down the middle to create one set of 5 ½” x 8 ½” two-page bulletin inserts.

For pages 12 - 13, make a two-sided photocopy and cut down the middle to make two sets of 5 ½” x 8 ½” two-sided-page bulletin inserts.
The 2017 National Observance of Children’s Sabbaths® celebration, “Moving Forward with Hope: Love and Justice for Every Child,” is focused on ending child poverty.

Today in our rich nation, one out of every five children lives in poverty. Most are in working families. Most are White and most are poor children living outside central cities. The younger you are, the more likely you are to live in poverty.

We can work together to end child poverty and give every child a future of hope, love and justice.

We will be joining in the multifaith National Observance of Children’s Sabbaths celebration, uniting with places of worship across the country!

Date: ________________________________

Time: ________________________________

For more information about what we are planning and how you can be involved, contact:

______________________________
The 26th Annual National Observance of Children’s Sabbaths

Celebration, Moving Forward with Hope: Love and Justice for Every Child, is coming!

“For more than 25 years, people of faith across the religious spectrum have been uniting through the Children’s Sabbath in shared concern for the problems children and families endure, in shared conviction that each of our great religious traditions calls us to acts of love and justice — especially for those who are young, impoverished, vulnerable, and in shared commitment to make our nation the home of justice, where every child enjoys the dignity and respect due every human being. Together, year after year, people of faith and houses of worship participating in the Children’s Sabbath weekend embody through their words and work, partnership and proclamation that diversity is our strength, respect is mutual, and the only way that we will make the transformative change our nation needs to serve and protect children is by coming together across religion and race, income and ethnicity, generation and geography.”

— Marian Wright Edelman, Founder and President of the Children’s Defense Fund

Preceding text is repeated on the left page.
More than 14.5 million children in America were poor in 2015, with more than two-thirds in working families.

The Children’s Defense Fund’s vision is to end child poverty.

To end child poverty we must ensure all parents and caregivers have the resources to support and nurture their children:

- jobs with livable wages;
- affordable high-quality child care so that caregivers can work;
- supports for working families like the Earned Income Tax Credit and the Child Tax Credit; and
- safety net supports like TANF, nutrition, and housing assistance to make sure children’s basic needs are met.

We must also ensure every child in our rich nation has access to high-quality early childhood development and learning, comprehensive health coverage and care, and quality K-12 education so all children can reach their full potential.

Finally, we must replace the Cradle to Prison Pipeline® with a pathway to college and career.

The nation could cut child poverty by 60 percent just by investing more in programs and policies that work.

What are the first steps to move forward with hope to seek love and justice for every child?

1) Pray, meditate or spend time in other faithful reflection to seek discernment, strength, and courage to value all children and act to put that value into practice.

2) Learn more about the challenges children and families face and how we can overcome them, at www.childrensdefense.org.

3) Connect with timely information, at www.childrensdefense.org and through the Washington offices or social justice arms of your faith community, to raise a faithful voice calling for justice and actions that will help end child poverty in our rich nation.

4) Reach out in your own place of worship or community to do what you can to help end child poverty.

5) Communicate regularly with your elected officials and urge them to champion the needs of children in poverty.
The Children’s Defense Fund’s report Ending Child Poverty Now shows that, contrary to what some believe, we do not have to accept having the second highest child poverty rate among advanced economies. For the first time this report shows how we can shrink overall child poverty by 60 percent, Black child poverty by 72 percent, rural child poverty by 68 percent, and improve the economic circumstances of 97 percent of poor children, simply by investing more in programs that work like the Earned Income Tax Credit, Supplemental Nutrition Assistance Program, housing subsidies, subsidized jobs, the Child Tax Credit, child care, and health care, good quality child care, and other necessities to thrive.

One out of every five children lives in poverty, and the conviction that every child deserves love and justice.

On the National Observance of Children’s Sabbaths:

Children’s Defense Fund

2017 National Observance of “Love and Justice For Every Child: Moving Forward With Hope”

Support CDF’s work to end child poverty. Read the report at www.endingchildpovertynow.org and spread the word about its important findings. You can also sign up to receive updates on how you can support CDF’s work to end child poverty.

In our rich nation one out of five children isn’t getting a Fair Start in life… too often lacking the nutrition, health care, and other necessities to thrive.

One out of every five children lives in poverty.

In our rich nation.

Support child care, and other necessities to thrive.

Nutrition assistance program, housing subsidies, subsidized jobs, the child tax credit, child care.

On the National Observance of Children’s Sabbaths, people of every faith tradition are raising our voices in hope and letting the conviction that every child deserves love and justice.

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Moments in America for All Children

Every 2 seconds  Public school student suspended*
Every 9 seconds  High school student drops out*
Every 20 seconds  Baby born to an unmarried mother
Every 24 seconds  Child is arrested
Every 27 seconds  Public school student corporally punished*
Every 34 seconds  Baby born into poverty
Every 45 seconds  Child confirmed abused or neglected
Every 57 seconds  Baby born without health insurance
Every 67 seconds  Baby born into extreme poverty
Every 2 minutes  Baby born to teen mother
Every 2 minutes  Baby born at low birthweight
Every 4 minutes  Child arrested for drug offense
Every 9 minutes  Child arrested for violent offense
Every 23 minutes  Baby dies before first birthday
Every 69 minutes  Child or teen dies from accident
Every 3 hours and 28 minutes  Child or teen killed by firearm
Every 4 hours  Child or teen commits suicide
Every 6 hours  Child killed by abuse or neglect
Every 11 hours  Mother dies from complications of childbirth or pregnancy

*Based on 180 school days a year
Each Day in America for All Children

2. Each Day in America for All Children

2 mothers die from complications of childbirth.

4 children are killed by abuse or neglect.

6 children or teens commit suicide.

7 children or teens are killed by guns

21 children or teens die from accidents.

41 children or teens are injured with a gun.

48 children or teens are injured or killed with a gun.

64 babies die before their first birthdays.

167 children are arrested for violent crimes.

384 children are arrested for drug crimes.

690 babies are born to teen mothers.

874 babies are born at low birthweight.

927 public school students are corporally punished.*

1,285 babies are born into extreme poverty.

1,526 babies are born without health insurance.

1,903 children are confirmed as abused or neglected.

2,570 babies are born into poverty.

2,857 high school students drop out.*

3,617 children are arrested.

4,396 babies are born to unmarried mothers.

12,816 public school students are suspended.*

* Based on 180 school days a year.