

WELCOME TO THE 2025 NATIONAL OBSERVANCE OF
CHILDREN'S SABBATHS® CELEBRATION

Tools for Engagement & Outreach

Ready-to-use pages for emails, blurbs, socials, and live storytelling

Introduction

The Engagement & Outreach Workbook turns intention into invitation. Built for multi-faith settings, it offers copy-ready language and consent-forward practices so your message stays clear, kind, and consistent. Use it to widen the circle, protect dignity, and keep momentum—before, during, and after Children's Sabbaths.

Use these pages as living documents—translate, remix, and brand them for your context. Pair every invitation with one clear next step and a personal follow-up. As you share back stories and metrics with The Children's Defense Fund, your local witness strengthens a national movement for children.

This section helps you:

- Customize emails to congregations, denominational leaders, and partners
- Place a concise bulletin/newsletter blurb everywhere it counts
- Share accessible social posts (alt text, captions, content calendar)
- Host a 30-minute Instagram Live with clear calls to action
- Track outreach, consent, and follow-ups with simple dashboards



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Tool 1

Sample Email Templates

Copy-ready invites for every audience.

The sample email templates are ready-made drafts leaders can copy, paste, and adapt to quickly begin outreach. They save time and ensure that messaging about the Children's Sabbath is consistent, clear, and aligned with CDF's national vision.

Each email is written for a specific audience:

- **Congregations:** Invite local congregations to participate in the Children's Sabbath.
- **Denominational Leaders:** Ask denominational leaders (bishops, moderators, regional leaders, etc.) to encourage participation across their whole denomination.
- **Partner Organizations:** Extend the invitation to justice-minded organizations beyond congregations (e.g., nonprofits, advocacy coalitions, community groups).

How Leaders Should Use This Section

- **Customize, Customize, Customize:** Insert names, dates, and local details to make each message personal.
- **Attach the Right Packet:** Always include the corresponding engagement packet so recipients have practical next steps.
- **Use these templates to reach out through email lists, denominational channels, and partner networks.**
- **After sending, leaders should call or meet with key contacts to deepen the invitation and build**

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Tool 1

Sample Email Templates for Congregations

Congregations: Invite local congregations to participate in the Children's Sabbath.

New Message _ ↗ ✕

To Pastor Ash




Subject Join Us for the National Observance of Children's Sabbath


Dear Pastor Ash,

This year, our congregation will join thousands across the nation in the National Observance of Children's Sabbath®—a weekend of worship, reflection, and action on behalf of children. We invite you to be part of this movement. Resources are ready to support your planning. Together, we can raise a powerful witness that children are our sacred responsibility.

Sincerely,
The Children's Sabbath Organizers
Atlanta, GA

Send

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Tool 1

Sample Email Templates

for Denominational Leaders

Denominational Leaders: Ask denominational leaders (bishops, moderators, regional leaders, etc.) to encourage participation across their whole denomination.

New Message— ↗ ✕

To Rev. Trevor




Subject Partner in Leading this Year's Children's Sabbath!



Dear Rev. Trevor,

Children's Defense Fund invites you and your denomination to join the 2025 National Observance of Children's Sabbath®. With your support, congregations across your denomination can lift a unified call for justice, compassion, and action for children. We've prepared a tailored packet with worship resources, advocacy tools, and engagement ideas to share with your congregations.

Sincerely,
The Children's Sabbath Organizers
Detroit, MI

Send

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Tool 1

Sample Email Templates

for Partner Organizations

Partner Organizations: Extend the invitation to justice-minded organizations beyond congregations (e.g., nonprofits, advocacy coalitions, community groups).

New Message— ↗ ✕

To Dr. Marvin




Subject Collaborating for Children's Justice through Children's Sabbath



Dear Dr. Marvin

The National Observance of Children's Sabbath® provides a unique opportunity for faith communities and partners to join together for children. We'd be honored to collaborate with [Organization Name] this year—sharing resources, co-sponsoring events, or amplifying messages for justice. Enclosed is a partner packet with ready-to-use materials.

Sincerely,
The Children's Sabbath Organizers
Philadelphia, PA

Send

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Tool **2** Sample Bulletin / Newsletter Blurbs

Short announcement for broad
visibility.

The bulletin/newsletter blurb is a short announcement written for quick, wide distribution. It is designed to be placed in a church bulletin, worship insert, denominational newsletter, community announcement board, or email update. Its purpose is to spread awareness of the Children's Sabbath and invite participation in a way that is brief, clear, and inspiring.



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Tool 3

Social Media Posts & Tools

Captions, alt text, and a 4-week plan.

The sample social media posts are short, pre-written messages crafted for platforms like Facebook, Instagram, Twitter/X, Threads, and LinkedIn. They are designed to be ready-to-use and adaptable so leaders, congregations, and organizations can easily spread the word about Children's Sabbath online.

Below are sample posts:

General Post or Caption



This #ChildrensSabbaths2025, we join thousands nationwide lifting prayers and actions for justice so every child may thrive. Join us! Link in our bio.

Congregational Post or Caption



Our congregation is observing the #ChildrensSabbaths2025! Together, we'll worship, reflect, and act for the well-being of children in our community and beyond.

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Tool 3

Social Media Posts & Tools

Go LIVE: lift voices, invite action.



Purpose

Instagram Live is an important way to share stories and generate excitement about the National Observance of Children's Sabbaths. Hosting short live interviews with past or current participants brings visibility to the impact of Children's Sabbaths, energizes supporters, and raises awareness among broader audiences. These conversations also invite viewers into action—joining the observance, sharing resources, and supporting CDF's ongoing work.

Series Plan

Plan three short interviews (about 30 minutes each). Spread them out to build momentum leading up to Children's Sabbaths weekend.

Prepare Interview Questions

Use guiding questions to keep the conversation focused and inspiring. For example:

- When did you first decide to take part in Children's Defense Fund's *National Observance of Children's Sabbaths*?
- What is your message to churches, faith communities, or faith-based organizations considering participation?
- What has been the most exciting or meaningful part of planning or participating in Children's Sabbaths?

Promote the Live Events

Share graphics, posts, and stories on social media a few days before each session. Always include:

- Date and time of the Instagram Live
- Who will be interviewed
- Why it matters (impact of Children's Sabbaths)
- Link for more info and resources (The link can be made available through your Instagram page's bio or stories.)

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Tool 3

Social Media Posts & Tools

Go LIVE: lift voices, invite action.

● LIVE

Host & Engage

- Welcome viewers warmly and introduce your guest.
- Ask the prepared questions, while allowing for authentic conversation.
- Encourage viewers to drop comments, questions, or stories in the chat.

Include Calls to Action

During each interview, remind participants:

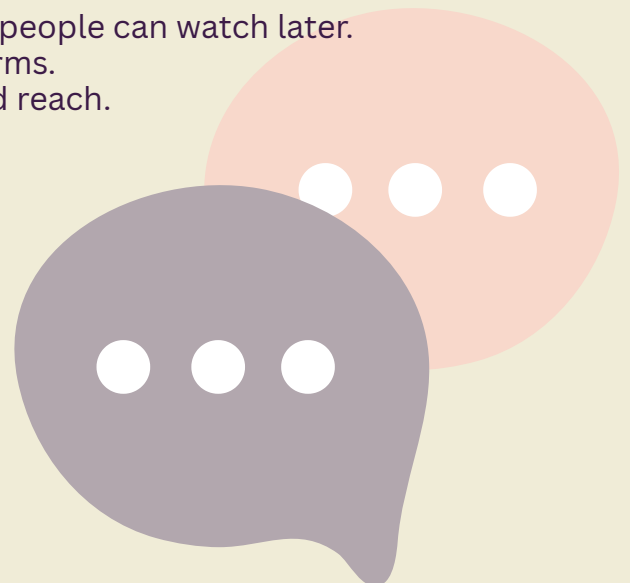
- Resources are available through the Children's Sabbaths manual (provide link).
- Support CDF's work by:
 - Becoming a monthly donor
 - Making a one-time gift
 - Becoming a sponsor
 - Exploring other giving opportunities through the link in bio
 - Signing up for email updates
 - Following CDF on all social media platforms

After the LIVE!

- Save the recording to your Instagram profile so people can watch later.
- Share clips or quotes across other social platforms.
- Thank the guest publicly and tag them to extend reach.

Key Takeaway

An Instagram Live series personalizes the Children's Sabbaths movement, making it visible in real time. It highlights lived experiences, inspires new participation, and strengthens the collective witness for justice on behalf of children.



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Tool **3**

Going LIVE! Checklist

workbook

Promotion Checklist

- ☐ Graphic with date/time/guest (post + story)
- ☐ Caption with why it matters
- ☐ Reminder post morning-of
- ☐ Partner cross-post

Tech & Accessibility

- ☐ Stable Wi-Fi
- ☐ Quiet, well-lit space
- ☐ Test audio
- ☐ Enable captions or post captioned replay
- ☐ Prepare content warnings if discussing sensitive topics

After the Live

- ☐ Save recording to profile/highlight
- ☐ Share clips/quotes on other platforms
- ☐ Thank and tag guest; send recap email
- ☐ Log views, comments, top questions



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Tool 4

Outreach Checklist

*Simple steps to widen the circle and
track impact.*

The Outreach Checklist is a simple, step-by-step guide to help leaders stay organized as they spread the word about Children's Sabbaths. It ensures that no key action is overlooked and provides a quick way to track progress.

- ☐ Identify key partners to engage (state offices, denominations, community organizations).
- ☐ Download the tailored engagement packets.
- ☐ Customize sample emails, blurbs, and graphics with local details.
- ☐ Share resources through your congregation, denomination, or networks.
- ☐ Follow up with personal calls or meetings to deepen engagement.
- ☐ Collect and share stories, photos, and commitments with the Children's Defense Fund.

Key Takeaway

The Outreach Checklist is a roadmap for building relationships, multiplying impact, and ensuring that every community's voice is heard in the national call for justice for children.

