

30 for 30



**30 seconds for
30 minutes**

The idea.

This campaign encourages parents, caregivers, grandparents, teachers, coaches, aunts uncles, friends and more to take the pledge to be a hero in a child's life. Participants will record a 30 second video of themselves stating, "Every 30 minutes another child is abused or neglected. I'm taking the pledge to raise awareness and be a hero in a child's life today. I pledge to _____. I challenge _____, _____ and _____ to take the pledge with me." By posting videos on social media, challenging three friends and hashtagging #30for30, this message has potential to make a real impact. Whether it's taking a child to the park, researching child abuse and neglect prevention, donating to the Ohio Children's Trust Fund or simply calling a child on the phone to say hello; every 30 second video can help prevent child abuse and neglect in the next 30 minutes.



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The challenges.

- Every 30 minutes another child is abused or neglected
- People are not aware of the prevalence and severity of child abuse and neglect
- People are not aware of the OCTF and the good work it does
- Those who are willing to help, don't know how



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The solution.

- A campaign that educates and provides practical suggestions to affect change
- A campaign that raises awareness of child abuse and neglect awareness month and the mission of the OCTF
- A campaign that inspires many people to act now and get involved
- A campaign that connects a community on social media using the **#30for30** hashtag



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The look.



The logo highlights the number “30” to draw attention to the statistic explaining the real extent of child abuse and the premise of the campaign.



The logo will be the main source of imagery to start with. The rest of the content will be created by people participating in the campaign and posting it.

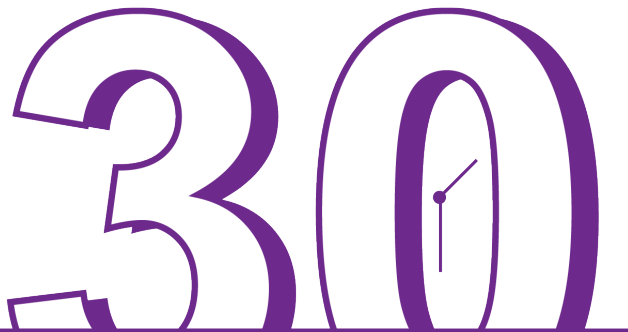
The look.

The campaign utilizes the existing Ohio Children's Trust Fund identity. There is a monochromatic look featuring the established "OCTF Purple", and the typefaces used are a mix of the primary Bodoni and secondary Arial.



PMS 2603
RGB 110, 41, 141

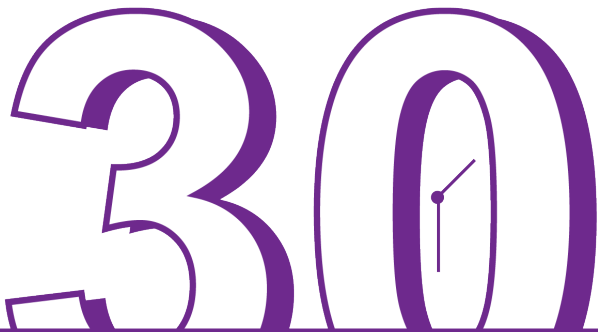
Type.
Bodoni
Arial



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The objectives.

- Increase social media engagement by 15% by April 30, 2018.
- Raise 100 \$30 donations per region
- Create 30 days worth of social media content for OCTF Campaign
- Prominent donors are recognized as a part of the 30for30 club and personally invited and recognized at their region's OCTF event.



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