

Q&A - FACTS

National Outreach Project

What is it? *DIG IT!* is a campaign specifically designed for FCCLA. It's fun, and a huge opportunity for each chapter to develop their own amazing community outreach project. As you raise money to make miracles happen for sick children, a flower garden can be grown by each FCCLA chapter. FCCLA chapters will create their own outreach project! You can deliver the flowers to a local children's hospital, plant them in a children's hospital garden, plant a flower at your school to honor a sick student, or any other creative idea that you and your chapter can come up with. Planting flowers is just a great suggestion!

When? Start getting excited NOW! You will start this campaign in the fall of 2009!

Where? In middle schools and high schools across America! Each FCCLA chapter will be asked to help make this national outreach project the nation's largest, most successful, National Outreach Project in the history of FCCLA!

How do we start? Start thinking now! Expect a *DIG IT!* kit to arrive at your high school's chapter this September! This kit will include all the information and materials needed to get the ball rolling: marketing materials, seeds, community outreach ideas, and a planning guide to make this super easy for everyone to get started and be successful.

Why? Every year **17 million** sick and injured children are treated thanks to the 170 plus Children's Miracle Network hospitals across America. **FCCLA will help Children's Miracle Network in their endeavors to insure that no child is turned away from the help they need, regardless of their ability to pay.** FCCLA will directly assist in saving lives while partnering with the world's largest nonprofit for children.

Pretty AMAZING facts!

Did you know?

- In order for a children's hospital to receive funding from Children's Miracle Network, they must accept every patient, regardless of their ability to pay.
- Over 17 million children are treated every year at hospitals benefited by Children's Miracle Network.

- Did you ever wonder where your money goes when you make a donation? Children's Miracle Network's operating expenses are funded by corporate underwriting...individual donations, like *DIG It*, benefits individual hospitals.
- Funds raised are re-distributed back to a Children's Miracle Network hospital closest to YOU! After all funds are collected, funds raised minus the amount required to fund the campaign i.e. marketing materials, etc, are re-distributed back to a hospital closest to you!

Where do I send the money I raise?

- Checks will be sent to the Children's Miracle Network National Headquarters at:
 - Children's Miracle Network
ATTN: FCCLA Fundraising
205 West 700 South
Salt Lake City, UT 84101

Why send it to CMN national headquarters and NOT my local hospital?

When a check arrives from the Children's Miracle Network, it is redistributed back to hospitals closest to the zip code from which it was raised. This ensures that the funds are properly documented and used the way the CMN's unique and amazing agreement dictates.

YOU GET RECOGNIZED!

When your local hospital receives a check at the conclusion of the campaign, your hospital will know that their local FCCLA chapter was responsible for the funds raised!

Bigger and better than ever!

Your Very Own Spokesperson

Meet Simon Curtis! Star of Nickelodeon's *Spectacular!* Simon has an amazing story to tell. Diagnosed with Leukemia at age 10, Simon defied the odds and survived, not only to lead a happy, healthy life, but to also follow his dreams and inspire sick children across the nation. At age 10, while receiving a blood transfusion as a part of his cancer treatment, Simon asked his mom if he could audition for a Broadway

musical that had come to his town. Simon not only booked the role, but went on to prove that your dreams can come true no matter what life throws at you. Simon will be working with Children's Miracle Network and FCCLA to promote the work you are doing. As you help children live their dreams, Simon will be working to ensure that the world knows the amazing work FCCLA is doing!

Music Stars Too!

Simon will not be alone in promoting FCCLA! The music group, Menudo, will be working to promote the incredible efforts of FCCLA! Members of Menudo will be busy visiting children's hospitals and speaking about your hard work. Possibilities are limitless with this type of partnership...

A New Friend to FCCLA!

Popstar! Magazine will be highlighting the work you are doing too! In multiple issues, *Popstar!* Magazine will show potential FCCLA members just what great leaders you are. Look for *DIG IT!* photos and articles in the November/December issue. You will inspire future members to be positive leaders... just like YOU!

The first EVER Super Exclusive, Super Cool Prizes!

Recognizing the top raisers!

A national award, exclusive to the chapter that raises the most money, will be passed from chapter-to-chapter each year. A trophy will be given to this chapter, as they are recognized, at the 2010 National Leadership Conference in Chicago! Only one FCCLA chapter will be awarded this prize each year, with their information permanently placed on the trophy for years to come.

If Your Chapter Raises \$100.00: Outstanding Citizen Status

You will be recognized by name at the 2010 National Leadership Conference in Chicago.

If Your Chapter Raises \$2,500.00: Trusted Sidekick Status

You will be given our Superhero Certificate and be recognized by name at the 2010 National Leadership Conference in Chicago.

If Your Chapter Raises \$5,000.00: Superhero Status

Congratulations! You will receive a one-of-a-kind, limited addition, Superhero Pin, Superhero Certificate, and be recognized at the 2010 National Leadership Conference in Chicago.

If Your State Raises The Most Money:

You will be in for a big treat! Simon Curtis will fly out to your State Conference. He can't wait to share his experiences with the winning state!

If your chapter raises the most money:

You will receive the first national outreach trophy! This trophy will be handed to the chapter who raises the most every year. Each year, the winning chapter's name will be engraved as Permanent recognition for their amazing accomplishment!

Who is Cause Creative?

You may have seen Cause Creative's logo on many of your marketing materials. Cause Creative is a cause marketing firm developed by Corey Gibson, an FCCLA alumni!

Inspired by his experiences with FCCLA, Corey has developed a company that works to create national campaigns to reach youth, nonprofits and communities for a positive social impact.

Cause Creative will be working alongside FCCLA and the Children's Miracle Network to bring new and exciting elements to FCCLA's national outreach project.

You can learn more about Cause Creative at www.causecreative.net