

Chapter Benefits

Prevent Child Abuse America's network of Chapters in 42 states* is critical to our mission to prevent the abuse and neglect of our nation's children. For this prevention partnership to be successful, the National Office views very seriously the importance of technical assistance and leadership that is expected from a national organization. Similarly, there is a clear expectation that each chapter will comply with the spirit and intent of our mission in everything they do. Benefits to Chapters include a range of services, assistance and resources detailed below. But most importantly, joining the PCA America family means strengthening all of our abilities to support families and children and reduce child abuse and neglect.

Through our national network, *Chapters* can...

- Have a single voice and message for your state on prevention of child abuse and neglect;
- Play an active role in steering the strategic direction of PCA America, the leading child abuse and neglect prevention agency in the country;
- Benefit from close national collaborations with the Centers for Disease Control and Prevention, Healthy Families America (413 sites)*, Circle of Parents (29 states)*, and the federal Office on Child Abuse and Neglect;
- Share the resources of the Chapter network members in 42* states;
- Stay abreast of current information in the prevention field;
- Utilize a national website to share current child abuse and neglect information with peers;
- Network at the annual Executive Director's meeting and biennial national conference; and
- Receive support from peer organizations and professionals driven by the same mission – the prevention of the abuse and neglect of our nation's children;

*As of April 2007

Our training and technical assistance with *Chapters* includes...

- Support in areas such as nonprofit management, governance, board development, fundraising, advocacy, communications, and research from current experts in the field;
- Opportunities to participate in technical assistance conference calls with nationally-known prevention experts, and colleagues several times a year;
- Access to national capacity-building and state systems development expertise; and
- Participating in strength-based Chapter re-chartering process every three years.
- Access to the Healthy Families America home visitation program national staff, including technical assistance about a range of program implementation issues including quality assurance, training and capacity building;
- National staff presentations at Chapter conferences; and
- Subject matter experts and peer-to-peer idea exchange on leading-edge topics related to family support and child abuse prevention at PCA America's conference - the only national level conference to focus solely on prevention.

Our national advocacy efforts provide *Chapters* with...



- Dedicated staff for analysis of federal public policy proposals that impact child maltreatment prevention.
- Electronic advocacy updates and timely alerts on federal policies related to child abuse prevention;
- Tools and training to become effective advocates in your state and at the federal level including information about developing a public policy agenda, tips about building relationships with policymakers and their staff, and a comprehensive Advocacy Guide;
- Guidance in seeking legislative and public support for prevention;
- Access to experts in advocacy at the national level; and
- Skills to build broad-based support for child maltreatment prevention at the national level through cultivating and maintaining relationships with congressional staff, federal agencies, policy professionals, and national coalitions.

Our research team offers *Chapters*...

- Opportunities to develop an understanding of evidence based evaluation and opportunities to collaborate on research projects and participate in development of research methodologies when applicable;
- Information on measurement tools and how to access them;
- Access and technical assistance for evaluation of Healthy Families America programs;
- Access to nationally-recognized researchers through our HFA Research-Practice Network, Prevent Child Abuse America National Board, and other research colleagues.
- Access to at-cost evaluation services and technical assistance;
- Access to a wealth of data on chapters prevention strategies and programs (via the BECAUSE data);
- Opportunities to serve on research advisory groups; and
- Periodic updates on emerging research issues in the child maltreatment field.

In the areas of marketing and communications, *Chapters* can expect...

- The right to promote themselves as part of a national network using our brand identity and customized logo for chapters using “Prevent Child Abuse” name;
- The ability to localize national media campaigns, as well as access letters to the editor, press releases, and media training for local opportunities;
- Access to new messaging on the reframing of child abuse prevention and neglect;
- National staff consultation on chapter marketing and communications efforts, such as media and public service advertising campaigns, messaging and graphic design;
- Inclusion in the e-newsletter that is sent out across the nation;
- Public Relations/Awareness opportunities in partnership with Chapters; and
- Discounts twice a year on select publications through our publisher Channing Bete. Our publications address a range of topics for a variety of audiences.

Fund development opportunities in partnership with *Chapters*...

- Participate in national cause related marketing efforts such as FTD, Case mate, My Family Farm;



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- Access to national partnerships for revenue, such as Target, Verizon and Kohl's;
- Receive technical assistance on planning a local special event;
- Participate in the revenue sharing from two national sororities, Kappa Delta and Sigma Delta Tau; and
- Realize real savings in re-designing a state chapter website by using the individual software contract in place with the National office

The expectations and requirements of *Chapters* are...

- An annual \$1500 chartering fee;
- Annual Chapter Network Executive Committee (CNEC) dues of approximately \$200 that supports peer elected leadership which provided the National Office with an on-going forum for discussion and input on pending and emerging issues;
- Participation by Chartered Chapters in chartering site visits every three years with PCA America covering all site visitor expenses;
- Required participation at the annual Executive Director's meeting, which includes networking opportunities, as well as presentations on strategic decision making at PCA America and cutting edge issues related to nonprofit governance, and the prevention of child abuse and neglect; and
- Encouraged participation in PCA America's biennial national conference

We look forward to discussing further about how we can work together! Thank you for your interest.



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