



**ChildSafe**  
*Expert Care for Abused Children*

# GO BLUE FOR CHILDSAFE

## Partner Toolkit

April 2–30, 2026 • National Child Abuse Prevention Month

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### **Campaign Goal: \$166,000**

Representing the 166 new children ChildSafe serves every month

**\$1,000** provides a full year of services for one child • **82¢** of every dollar goes directly to services

### **Bexar County's Only Children's Advocacy Center**

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## What's Inside This Toolkit

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Everything your organization needs to participate in Go Blue for ChildSafe — from campaign background and partnership opportunities to ready-to-use social media posts, email templates, and talking points.

<b>Section 1</b>	About the Campaign & ChildSafe
<b>Section 2</b>	Partnership Guide — How to Get Involved
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## SECTION 1: About the Campaign

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### About ChildSafe

ChildSafe is Bexar County's only designated Children's Advocacy Center, serving 166 new children every month who have experienced trauma from abuse and neglect. Through forensic interviews, crisis intervention, specialized therapy, and case management, ChildSafe restores dignity, hope, and trust for our community's most vulnerable children.

Bexar County continues to have the highest proportionate rate of confirmed child abuse cases of all major Texas cities. With 79% of our cases involving sexual abuse, and only 1 in 10 sexually abused children ever telling, the need for ChildSafe's work has never been greater.

### Campaign Overview

Go Blue for ChildSafe runs April 2–30, 2026 in recognition of National Child Abuse Prevention Month. This campaign invites individuals, corporations, faith communities, and civic organizations to unite in support of the children we serve.

Our fundraising goal of \$166,000 is purposefully chosen — it represents the 166 new children who walk through our doors every month for the first time, beginning their journey toward healing.

### Key Messages

- **The urgency is real.**
- Bexar County has the highest proportionate rate of confirmed child abuse among all major Texas cities.
- **Behind every statistic is a child.** 79% of ChildSafe cases involve sexual abuse; only 1 in 10 sexually abused children ever tell.
- **Every dollar matters.** \$1,000 provides a complete year of services for one child, including forensic interviews, therapy, and ongoing support.
- **Your gift goes to work immediately.** 82 cents of every dollar goes directly to client services.
- **We are the safety net.** ChildSafe is the ONLY Children's Advocacy Center in Bexar County.

### How to Register

All partners and peer-to-peer participants can register using the official campaign link:

Register at: [Go Blue Forms](#) \_ visit our website [www.childsafe-sa.org/go-blue-for-childsafe](http://www.childsafe-sa.org/go-blue-for-childsafe)

## SECTION 2: Partnership Guide — How to Get Involved

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### Why Partner with ChildSafe?

A Go Blue for ChildSafe partnership is a meaningful way to demonstrate your organization’s commitment to children, families, and our San Antonio community. Partners receive significant brand visibility while directly enabling ChildSafe to serve more children throughout April.

### Partnership Marketing Benefits

All Go Blue partners receive the following recognition in exchange for their support:

BENEFIT	DESCRIPTION
<b>Social Media Recognition</b>	Your company name, logo, and website link featured in Facebook, Instagram, and LinkedIn posts throughout the campaign.
<b>Website Visibility</b>	Featured placement on the Go Blue landing page including your company name, clickable link, designated “blue” day(s), and support description.
<b>Email Marketing Exposure</b>	Your company name and link included in pre-campaign, mid-campaign, and post-campaign e-newsletters reaching ChildSafe’s full donor and community database.

### Ways Your Organization Can Participate

There are many flexible, meaningful ways to join the campaign:

- **Hold a Day of Giving** — Donate a percentage of an item or April sales directly to ChildSafe.
- **Go Blue & Spread the Word** — Turn your lights and logos blue for a day or the entire month; share on social media.
- **Join Our Peer-to-Peer Campaign** — Register your organization to raise awareness and funds. Help us reach our \$166,000 goal.
- **Host an Event** — Organize a carwash, 5K fun run, art exhibit, give-back night, bingo, or trivia night with proceeds benefiting ChildSafe.
- **Faith-Based Engagement** — Host a special collection, donut breakfast, or pancake brunch in support of the campaign.
- **Organize a Donation Drive** — Collect new stuffed animals, personal hygiene items, or new children’s clothes and shoes (all ages welcome).

## SECTION 3: Brand & Logo Standards

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Thank you for partnering with ChildSafe and helping spread the word about Go Blue for ChildSafe. To protect the integrity of our brand and ensure consistent, professional representation across all materials, please review and follow the guidelines below when using ChildSafe’s name, logo, or campaign assets.

### Approved Organization Name

Always refer to the organization using its full, correctly spelled name:

#### ChildSafe

Bexar County’s Only Children’s Advocacy Center

- Use “ChildSafe” as one word, with a capital “C” and capital “S” — never “child safe,” “Childsafe,” or “CHILDSAFE” in body text.
- In a first reference, you may include the full descriptor: “ChildSafe, Bexar County’s only Children’s Advocacy Center.”
- Do not abbreviate to “CS” or any other shortened form in public-facing materials.

### Campaign Name

The official campaign name must appear exactly as written below:

#### Go Blue for ChildSafe

- Capitalize the first letter of each major word: “Go Blue for ChildSafe.”
- Do not alter the campaign name (e.g., “Go Blue 4 ChildSafe” or “Blue for ChildSafe” are not approved variations).
- The campaign hashtag is #GoBlueforChildSafe — maintain this exact capitalization pattern on all platforms.

### Logo Usage Guidelines

ChildSafe’s logo is a trademarked asset. All use of the ChildSafe logo must adhere to the following standards. Approved logo files are available by request — please contact [LouieG@childsafe-sa.org](mailto:LouieG@childsafe-sa.org) before creating any materials.

## Do's — Approved Logo Use

- **Use only ChildSafe-provided logo files.** Do not recreate or redraw the logo from memory or other sources.
- **Maintain clear space around the logo.** Leave a minimum of white or clear space equal to the height of the “C” in “ChildSafe” on all four sides.
- **Use approved color versions.** Full color on light backgrounds; white/reversed version on dark or blue backgrounds.
- **Scale proportionally.** Always resize by holding the corner handle to maintain the original aspect ratio.
- **Ensure legibility.** The logo must be clearly readable at its displayed size. Minimum width is 1 inch / 72px in digital use.

## Don'ts — Prohibited Logo Use

### The following are not permitted under any circumstances:

- Do not stretch, compress, skew, or distort the logo in any direction.
- Do not alter the logo's colors or apply filters, shadows, or effects.
- Do not place the logo on a busy or low-contrast background that reduces legibility.
- Do not crop, rotate, or flip the logo.
- Do not combine the ChildSafe logo with your organization's logo without prior written approval from ChildSafe.
- Do not use the logo on merchandise, promotional items, or paid advertisements without prior written approval.

## Brand Colors

When creating flyers, social media graphics, or event materials in support of the campaign, use ChildSafe's official brand colors to ensure visual consistency:

COLOR	USAGE GUIDANCE
ChildSafe Blue (Primary)	HEX: #1B4F8A • Use for headlines, borders, and primary backgrounds
Campaign Blue (Accent)	HEX: #4A90C4 • Use for subheads, icons, and supporting elements
White	HEX: #FFFFFF • Use for reversed logo and text on dark backgrounds

Tip: Blue is the central theme of this campaign. Lead with blue — in your attire, your logos, your office lights, and your graphics — and encourage your audiences to do the same.

## Co-Branding: Featuring Both Logos

Partners who wish to display their organization’s logo alongside the ChildSafe logo on flyers, event signage, or digital materials must follow these co-branding standards:

- Submit a co-branded design proof to ChildSafe for approval before printing or publishing. Allow 3–5 business days for review.
- The ChildSafe logo should appear at equal or greater prominence than the partner logo.
- The two logos must be separated by a visual divider (e.g., a vertical rule, “in partnership with,” or sufficient white space).
- Do not merge, overlap, or directly combine the two logos into a single graphic element.
- The phrase “Proud Partner of ChildSafe” or “In Partnership with ChildSafe” may be used with approval.

## Approved Campaign Language

Use only the following approved descriptions when referring to ChildSafe and the campaign in partner-produced content:

### **Short Description (for social media bios, captions, event programs):**

“ChildSafe is Bexar County’s only Children’s Advocacy Center, serving 166 new children every month.”

### **Campaign Description (for flyers, emails, event invitations):**

“[Organization Name] is proud to support ChildSafe’s Go Blue for ChildSafe campaign this April — raising \$166,000 to fund a full year of services for each new child ChildSafe serves every month. 82 cents of every dollar goes directly to services.”

### **Call to Action (always include one of the following):**

“Donate or register at [childsafesa.org](https://childsafesa.org)” • “Learn more at [ChildSafe-sa.org](https://childsafesa.org)”

## Request Approved Assets

Need the ChildSafe logo, Go Blue campaign graphics, or approved imagery? Please reach out before creating any materials. We want to make sure you have everything you need to represent ChildSafe with confidence.

## SECTION 4: Social Media Toolkit

### Campaign Hashtags & Handles

Use these consistently across all posts to build momentum and unify the campaign conversation:

#GoBlueforChildSafe • #ChildSafe • #ChildAbusePreventionMonth • #BexarCounty • #ProtectOurChildren

Tag @ChildSafeSA on Facebook, Instagram, and LinkedIn

### Ready-to-Use Social Media Post Calendar

The following posts are pre-written and ready to customize. Add your organization's name and logo where indicated.

TIMING	SUGGESTED POST (Copy, Customize, Post!)
<b>Pre-Campaign (Late March)</b>	We're going BLUE for ChildSafe this April! ❤️ Join us in supporting Bexar County's most vulnerable children during National Child Abuse Prevention Month. Every \$1,000 provides a full year of care for one child. ➡ Register now: <a href="https://ChildSafe-sa.org/go-blue-for-childsafe">ChildSafe-sa.org/go-blue-for-childsafe</a> #GoBlueforChildSafe #ChildSafe
<b>Launch Day (April 2)</b>	Today we officially GO BLUE! ❤️ [Organization Name] is proud to stand with ChildSafe this April as they work to raise \$166,000 — one for each child they serve every month. 82 cents of every dollar goes directly to services. Learn more: <a href="https://ChildSafe-sa.org">ChildSafe-sa.org</a> #GoBlueforChildSafe
<b>Mid-Campaign (April 14–15)</b>	Did you know Bexar County has the highest proportionate rate of confirmed child abuse among all major Texas cities? That's why ChildSafe's work matters. We're proud to support their Go Blue campaign this month. Donate today: <a href="https://ChildSafe-sa.org">ChildSafe-sa.org</a> #GoBlueforChildSafe
<b>Final Push (April 25–28)</b>	Only a few days left in April! ChildSafe is getting close to their \$166,000 goal — let's help them get there. Every dollar goes toward forensic interviews, specialized therapy, and ongoing support for children in Bexar County. Donate: <a href="https://ChildSafe-sa.org">ChildSafe-sa.org</a> #GoBlueforChildSafe
<b>Thank You (May 1)</b>	Thank you to everyone who went blue with us this April! ❤️ Together, we're helping ChildSafe restore dignity, hope, and trust for children in our community. Stay connected: <a href="https://ChildSafe-sa.org">ChildSafe-sa.org</a> #GoBlueforChildSafe #ChildAbusePreventionMonth

## SECTION 5: Peer-to-Peer Fundraising Guide

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One of the most powerful ways to amplify Go Blue for ChildSafe is through peer-to-peer fundraising. When your team, organization, or community group creates their own campaign page, they extend ChildSafe's reach far beyond our existing network.

### How to Get Started

1. Register your organization at: <https://childsafe-sa.donorsupport.co/-/XQDUCHSZ>
2. Set a fundraising goal for your team (example: \$1,000 = one child served for a full year).
3. Share your personalized campaign link with colleagues, friends, and family via email, text, and social media.
4. Post weekly updates on your progress and celebrate milestones publicly.
5. Report back to ChildSafe with your final total by April 30.

### Peer-to-Peer Campaign Tips

- **Make it personal:** Share why this cause matters to you. Authentic stories raise more funds.
- **Start with your closest circle:** Friends and family are your first donors and biggest champions.
- **Create friendly competition:** Challenge other teams or departments to out-raise you.
- **Go blue publicly:** Post photos of your team wearing blue or turning your office/logo blue.
- **Say thank you:** Publicly recognize your donors by name on social media (with permission).

### Event Ideas for Peer-to-Peer Groups

- Carwash fundraiser
- 5K fun run or walk
- Trivia night or bingo
- Art exhibit or creative showcase
- Give-back night at a local restaurant
- Faith community breakfast or pancake fundraiser
- Donation drive (stuffed animals, hygiene items, children's clothes/shoes, all ages)

## SECTION 6: Talking Points & FAQs

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### 30-Second Elevator Pitch

“ChildSafe is the only Children’s Advocacy Center in Bexar County. Every month, 166 new children walk through our doors after experiencing abuse or neglect. This April, we’re asking the community to Go Blue for ChildSafe — to help us raise \$166,000 so every one of those children receives the care they need to heal. A gift of \$1,000 covers a full year of services for one child, and 82 cents of every dollar goes directly to services. Will you join us?”

### Frequently Asked Questions

**Q: What is Go Blue for ChildSafe?**

It’s ChildSafe’s annual April fundraising campaign coinciding with National Child Abuse Prevention Month. The goal is to raise \$166,000 — one thousand dollars to provide our array of services for each new child being served in the month of April.

**Q: How does ChildSafe use donations?**

82 cents of every dollar goes directly to client services including forensic interviews, specialized therapy, case management, crisis intervention, and prevention and education.

**Q: What is a Children’s Advocacy Center?**

A CAC is a child-focused setting where law enforcement, child protective services, prosecution, mental health, medical, and victim advocacy professionals work together to investigate abuse and support survivors.

**Q: How do I donate or register?**

Visit [ChildSafe-sa.org/donate](http://ChildSafe-sa.org/donate) or email [LouieG@childsafesa.org](mailto:LouieG@childsafesa.org).

**Q: Is ChildSafe a nonprofit?**

Yes, ChildSafe is a 501(c)(3) nonprofit. Donations are tax-deductible to the extent permitted by law.

## SECTION 7: Donor Impact Guide

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### Your Gift Makes This Possible

Every donation to Go Blue for ChildSafe directly supports children in Bexar County. Here is how different gift levels translate into real services:

GIFT AMOUNT	IMPACT
\$50	Provides art therapy supplies for a child's healing session.
\$100	Covers the cost of a forensic interview session — a child's first step toward justice.
\$250	Funds three months of crisis case management for one child.
\$500	Supports six months of specialized trauma therapy for one child.
\$1,000	Provides a complete year of comprehensive services for one child — forensic interviews, therapy, case management, and ongoing support.
\$5,000	Sponsors five children through a full year of services.
\$10,000	Helps ten children begin their journey toward healing.

## SECTION 8: Quick Reference Card

Print this page and keep it handy throughout the campaign!

ITEM	DETAILS
Campaign Name	Go Blue for ChildSafe
Dates	April 2–30, 2026
Fundraising Goal	\$166,000
Impact Stat	\$1,000 = one child served for one full year
Efficiency	82 cents of every dollar goes directly to services
Children Served	166 new children per month
Registration Link	<a href="https://ChildSafe-sa.org/go-blue-for-childsafe">ChildSafe-sa.org/go-blue-for-childsafe</a>
Contact	Louie A. Guzman, CDO — <a href="mailto:LouieG@childsafe-sa.org">LouieG@childsafe-sa.org</a>
Website	<a href="http://www.ChildSafe-sa.org">www.ChildSafe-sa.org</a>
Hashtags	#GoBlueforChildSafe • #ChildSafe • #ChildAbusePreventionMonth
Social Handles	@ChildSafeSA on Facebook, Instagram, LinkedIn

**Go Blue for ChildSafe this April, because every child deserves a path to healing.**

**Contact:** Louie A. Guzman, Chief Development Officer

**Email:** [LouieG@childsafesa.org](mailto:LouieG@childsafesa.org) **Website:** [www.ChildSafe-sa.org](http://www.ChildSafe-sa.org)

All partner materials featuring ChildSafe's name or logo are subject to review. ChildSafe reserves the right to request edits or withdrawal of any materials that do not comply with these brand standards.



**ChildSafe**

*Expert Care for Abused Children*