



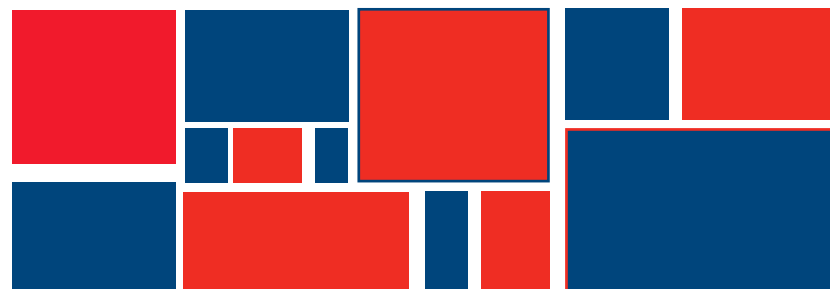
CASA

Court Appointed Special Advocates
FOR CHILDREN

SUMNER COUNTY CASA



Media Relations Plan





SUMNER COUNTY CASA

GROUP #1 Member **What Section Is This?**

-Monique Freemon
-Heather Hensley
-Kelly Lorenson

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Media Plan Summary





SUMNER COUNTY CASA

Each semester, the Media Relations class at Austin Peay State University participates in a Service Learning project in which the class prepares a Media Relations plan for a non-profit organization that would not have the funds to produce similar materials at low-cost. Sumner County Court Appointed Special Advocates (CASA) was the designated client for our Spring 2012 semester.

Sumner County CASA, Inc. is a non-profit organization created to train and supervise diverse volunteers who act as advocates for the best interest of children involved in court proceedings primarily as a result of abuse and/or neglect. It is the local chapter of more than 900 CASA programs in operation, with 70,000 men and women serving as CASA volunteers as powerful, caring advocates for more than 280,000 abused and neglected children nationwide. CASA advocates are appointed by judges to champion the best interests of the children so they have an opportunity to thrive. CASA was initially conceived by a Seattle Judge, and was so successful that judges across the country began utilizing citizen advocates, and the U.S. Congress encouraged its expansion with passage of the Victims of Child Abuse Act in 1990.

Executive Director Carole J. Ritter and Philip J. Matisak met with us on January 24, 2012, and briefed us on CASA's history, the role of the organization in the community, and Carole's personal commitment and background with CASA. The class answered questions, and presented two main objectives for CASA that should guide a Media Relations plan: (1) Recruit and train an adequate number of volunteer citizen advocates; and (2) Raise the needed funds to cover its operating expense, which are only partially funded by State and Federal grants.

By its own admission, CASA lacks a well-defined and articulated plan that could greatly improve its ability to meet these challenges – and ultimately, continue to achieve its mission. We then had to follow a three-phase process in assisting the organization with the objectives: (1) Assessment; (2) Strategies; and (3) Solutions.

The following pages provide detailed descriptions of each process in preparing the Sumner County CASA Media Relations plan.





SUMNER COUNTY CASA

Part I. Assessment:

- Our first goal was to complete a needs assessment – what was CASA needing in the way of materials? CASA was in most need of promotional material such as radio ads for their organization and ads for their events such as the golf tournament and luau. They needed to develop a basic press release template for all of their press releases that they could use and reuse. They were in need of radio commercials and television ads for their organization.
- Our next goal was to define opportunities for meeting those needs and raising awareness. We created a :60 radio spot and a :30 television commercial for CASA of Sumner County. This radio ad was recorded and will be used by CASA of Sumner County to promote their organization and to gain awareness amongst the community and attract more volunteers (advocates) for their organization. There was also a new brochure that was developed for CASA of Sumner County that promotes a happier attitude rather than a depressing sad one like in their current brochure. The happier more positive attitude in the new brochure for CASA of Sumner County will help the organization because it will give the audience something happy to be involved with rather than focusing in on the depressing factors that CASA deals with. Carol already had a YouTube and a Facebook, and her employees have LinkedIn accounts. She wanted some way to manage all of the accounts at the same time so we helped her create a Hoot suite account.
- Our next goal was to define objectives. Our objectives were to create new promotional material for CASA of Sumner County that would give them easier ways to promote themselves and would be cost effective. They were in dire need of promotion for their Golf Tournament so developing materials for that specific event was a very important part of our media relations plan. Another objective of ours was to help create ways for CASA of Sumner County to improve on their volunteer take in and their financial status.
- Our next goal was to develop an action plan. Our action plan consisted of radio ads for CASA of Sumner County, radio ads for the annual CASA of Sumner County Dodge ball





SUMNER COUNTY CASA

event, Luau, and Golf Tournament, press releases for the events, promotional material such as wrist bands, t-shirts, fliers, and brochures, a press conference plan and layout, and a media contact list for future reference.

- Our final goal was to define our measures of success. The way we plan on measuring our success for our press kit and media relations plan is by asking CASA if they have noticed improvements in their donations and volunteer/advocate take in. If they have increased their volunteers/advocates significantly we will know that our plan was a success. Also we will be able to see the success by how many people attend the events (Dodge ball Tournament, Luau, and Golf Tournament).

Part II. Strategies:

- What could we as a class prepare for CASA in a 16-week semester? At the time of our initial meeting with Carole, only the Dodge Ball Tournament had a “set” event date, and yet we were responsible for creating promotional materials for three events: the Dodge Ball Tournament, the Golf Tournament, and the Luau. We prepared the materials for the Golf Tournament and Luau with copy that read, “insert date.” As a group we created a flier for all three events that could easily be reproduced and dispersed amongst the community. We also recognized that the initial date for the Dodge Ball Tournament was in February, and we met Carole at the end of January, so we were probably planning next year’s event. As a group we also prepared ways for CASA of Sumner County to promote themselves in ways they had not yet tried but were wanting to.
- What materials were readily available for CASA for current use? CASA really did not have anything for us to use and to build on except for their existing website, the ideas for the events, and a brochure with some statistics. CASA needed a whole lot of promotional items.
- What events were already planned that needed promotion? The Dodge ball tournament did not have any promotion all they had was a registration





SUMNER COUNTY CASA

website in which people could come and register their team, other than that there were no forms of promotional materials, commercials, or press releases. The Golf Tournament was the worst off as far as promotional material; CASA was not even sure on a date for the event. The Luau was better off when it came to promotions because they had held the event the year previous and it was a huge success.

- What could we supply for promotion of those events? For the promotion of the Dodge Ball Tournament, Luau, and Golf Tournament we as a group felt it was necessary to provide promotional materials such as fliers and radio commercials because we felt that was a simple, cost effective, and effective way to promote the events. We also supplied CASA with different press releases for the events.
- What could we supply for promotion of their stated mission? As a group we created a radio commercial for CASA of Sumner County in which it promoted the organization and informed the public on what they did and how the public could get involved. We also created brochures for the organization and press releases. We also created a press conference plan for CASA to follow currently and for the future.

Part III. Solutions:

Our group created two advertising spots that promoted CASA without specifically mentioning the fundraising events, with the goal for each spot to be aired as long as CASA needed them. A copy of each script is included in this plan. We also prepared a press kit that could be used (with minor adjustments) for any one of the three fundraising events, with the kit containing press releases specific to each event, Carole's biography and contact information, the Board of Directors, CASA information, and suggested promotional products/fliers for each fundraiser. The kit and those promotional materials are provided in this plan. We planned a press conference guide for CASA's use, if Carole decided to hold





SUMNER COUNTY CASA

press conference announcing the fundraisers, and supplied CASA with an up-to-date media contact list for the conference.

In conclusion, this Media Relations plan should allow Sumner County CASA to achieve its objectives of attracting needed volunteers, and promoting its fundraising activities more successfully. If necessary, the plan can be used indefinitely, because such media materials are expensive and not always available to non-profit organizations. All documents were created and saved in formats that could be transferred easily to Carole for future use (including the commercials).



Radio Spot





SUMNER COUNTY CASA

CASA: Court Appointed Special Advocates FOR CHILDREN

COPY A

:60"

KILL: 5/5/10 @ 2PM

(MX: SOFT MUSIC:01")HAVE YOU EVER WANTED TO MAKE A DIFFERENCE
 IN SOMEONE'S LIFE? NOW YOU CAN (MX: CONT. SOFT MUSIC: 26") SUMNER
 COUNTY CASA IS A NON-PROFIT AGENCY NUTIED WAY CREATED TO RECRUIT
 AND TRAIN DIVERSE VOLUNTEERS WHO ACT AS ADVOCATES FOR THE BEST
 INTERESTS OF CHILDREN INVOLVED IN COURT PROCEEDINGS PRIMARILY AS
 THE RESULT OF ABUSE OR NEGLECT. MORE THAN 900 CASA PROGRAMS ARE
 IN OPERATION IN RESPONSE TO THE 600,000 PLUS CHILDREN IN THE FOSTER
 CARE SYSTEM. THESE CHILDREN HAVE NO VOICE, BUT YOU CAN HELP. (MX:
 CONT. SOFT: 12" MUSIC) SUMNER COUNTY CASA IS LOOKING FOR ADVOCATES
 WHO HAVE A DESIRE TO HELP A CHILD AND BE THEIR VOICE.(MX: CONT. SOFT
 MUSIC:12") TO VOLUNTEER (CUT MX: 09")JUST VISIT WWW. SUMNERCASA.
 NET AND FILL OUT AN EASY APPLICATION OR CALL 615-451-1688 FOR MORE
 INFORMATION. BE AN ADVOCATE. BE THE STRONG PERSON AN INNOCENT CHILD
 NEEDS IN A WORLD OF CHAOS. BE STABILITY. BE HAPPINESS. BE FOR THE CHILD.

###



Television Spot & Storyboard





SUMNER COUNTY CASA

Group 1:
Monique Freemon
Heather Hensley
Kelly Lorenson

CASA: Court Appointed Special
Advocates FOR CHILDREN
COPY A
:30"
KILL: 5/5/10 @ 2PM

FADE TO SLIDES:

Background noise: child's laughter

SLIDES:

Imagine having no voice. For over 600,000 children in the foster care system,

(1) "How has CASA changed my life...:01"

this is a reality. But you can help.

(2) Advocate and their child sit together: 07"

Advocate talking: Hi, I'm a CASA volunteer and I became the voice of child in

(3) Advocate and their child sit together:07"

need.

CUT TO SLIDES:

Child talking: Because of him, I had someone to speak for me. To support me. To

SLIDES:

(4) Advocates working in office: 03"

give me a voice. Because of him, I had a chance.

(5) Advocate hugging child in the court room smiling: 03"

Advocate talking: I am for the child.

(6) Children happy and smiling:03"

Child talking: I was the child.

(7) An advocate says-I am...:01"

All advocates talking: We are CASA.

(8) An advocate says-I am...:01"

(9) Advocate group says-We are...:01"

FADE TO SLIDES:

One advocate talking: And you can be too.

SLIDES:

(10) info slide: 03"

To get involved, visit www.sumner casa.net or call 615-451-1688

FADE OUT OF SLIDE



Storyboard Commercial

**Imagine....
having
No Voice**

1) Background noise of children's laughter. With white background & black letter except "no one" will be in red. All fades into screen (CGI words). CGI words fade/cut out & laughter stops.


Fades →

**For over 600,000
children in
foster care,
this is a
Reality.**

2) CGI of words. "600,000" & "reality" in red. CGI background letters a faded red & background white. Main letters are black.

Fades →

Jesse, 29
Been a CASA
volunteer for
5 years.



3) MS of CASA volunteer, talking about her work as a volunteer & what is needed. CGI words, name & age, due. White background.

Fades →

**But you
can
Help.**

3) CGI, "But you can help." Color of words, red with white background.

Fades →



3) CS contact info. White background.

Fades →



Press Kit





CASA

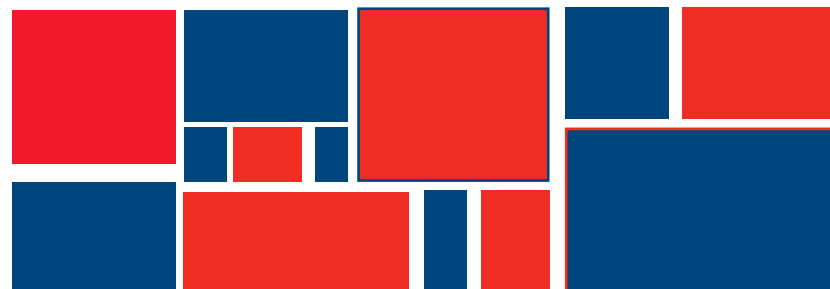
Court Appointed Special Advocates
FOR CHILDREN

SUMNER COUNTY CASA



"Lift Up a Child's Voice! Advocate for abused and neglected children."

-Sumner CASA







SUMNER COUNTY CASA

GROUP #1 Member

What Page Is This?

- Monique Freemon
- Heather Hensley
- Kelly Lorenson

PRESS RELEASES: Radio Copy and Publication **1 - 6**

- Dodge Ball Tournament
- Golf Tournament
- Luau Charity Event

Radio Ad Copy **7 - 8**

MISSION STATEMENT/FACT SHEET **9 - 10**

GETTING TO KNOW CAROLE RITTER **11 - 12**

Carole Ritter Biography

WHO'S WHO AMONG CASA **13 - 15**

Board of Directors

SUPPLEMENTAL MATERIAL **16 - 30**

Promotional Material

- Flyers*
- T-Shirt Designs*
- Wristband Design*
- Tote Design*
- Baseball Cap Design*

How has CASA changed live?

Megan's Story





PRESS RELEASES:

Radio and Publication

Dodge Ball Tournament

Golf Tournament

Luau Charity Event



SUMNER COUNTY CASA

**To: The Leaf Chronicle/ The Tennessean
Sumner County CASA
Carole J. Ritter, Executive Director
E-mail: sumnercasa@att.net
Phone: 615-451-1688**

Sumner County CASA to host dodge ball tournament to benefit the local non-profit organization.

FOR IMMEDIATE RELEASE: 02/16

Gallatin, Tenn. – Sumner County CASA will host their sixth annual Dodgeball Tournament Sunday February 19 from 2 p.m. to 6 p.m. at Volunteer State Community College which is located at 1480 Nashville Pike, Gallatin, Tennessee 37066.

Ages 18 and older are permitted to participate and the registration fee is \$135 for a ten player team. Pre-registration is required.

Sumner County CASA is a nonprofit, United Way agency that provides people the unique opportunity to make a difference in the lives of abused, neglected children in the foster care system. CASA trains everyday citizens from all walks of life to become these children's voice in the courtroom.

The Dodgeball tournament will raise funds for Sumner County CASA and create awareness of the organization. For More Information about rules and registration, contact Sumner County CASA at (615) 451-1688 or email them at sumnercasa@att.net.





SUMNER COUNTY CASA

**To: The Leaf Chronicle/ The Tennessean
Sumner County CASA
Carole J. Ritter, Executive Director
E-mail: sumnercasa@att.net
Phone: 615-451-1688**

Sumner County CASA to host Golf Tournament to benefit Sumner County CASA.

FOR IMMEDIATE RELEASE: 02/16

Gallatin, Tenn.- Sumner County CASA of Tennessee will host a golf tournament (insert date here) to benefit and raise awareness for the local non-profit organization. The tournament will be held at (insert location here) from (insert time here).

Sumner County CASA is a nonprofit, United Way agency that provides people the unique opportunity to make a difference in the lives of abused, neglected children in the foster care system. CASA trains everyday citizens from all walks of life to become these children's voice in the courtroom.

The golf tournament will raise funds for Sumner County CASA and create awareness of the organization. For More Information about rules and registration, contact Sumner County CASA at (615) 451-1688 or email them at sumnercasa@att.net.





SUMNER COUNTY CASA

**To: The Leaf Chronicle/ The Tennessean
Sumner County CASA
Carole J. Ritter, Executive Director
E-mail: sumnercasa@att.net
Phone: 615-451-1688**

Sumner County CASA hosting Luau to benefit local non-profit agency.

FOR IMMEDIATE RELEASE 2/16

Gallatin, Tenn.- On August 6th, 2012 Sumner County CASA's Board of Directors will host their second annual luau event at the Epic Event Center in Gallatin. Last year, 400 guests enjoyed dinner provided by Chef Christopher and great music to dance to performed by Brother Boom and The Garage Band Revival. The Luau was also held at the Epic Event Center in Gallatin. The luau proved to be a huge success bringing in over \$33,000 to the local non-profit agency.

Sumner County CASA (Court Appointed Special Advocates) is a non-profit, United Way agency created to train community volunteers to speak for children involved in the juvenile court system when there have been allegations of abuse and neglect.

The program does not require any prior experience of their volunteers. CASA provides their volunteers with an intensive training program. Volunteers get to know the child by talking with everyone in that child's life; parents, relatives, foster parents, teachers, medical professionals, attorneys, social workers and others. They use the information they gather to inform judges and others of what the child needs and what will be the best permanent home for them.

The luau will raise funds for Sumner County CASA and create awareness of the organization. For more information about the luau event, contact Sumner County CASA at (615) 451-1688 or email them at sumnercasa@att.net.





CASA

Court Appointed Special Advocates
FOR CHILDREN

SUMNER COUNTY CASA

Sumner County CASA

Carole J. Ritter, Executive Director

E-mail: sumnercasa@att.net

Phone: 615-451-1688

SLUG: Sumner County CASA to host dodge ball tournament to benefit the local non-profit organization.

FOR IMMEDIATE RELEASE: 02/16

Gallatin, Tenn. – SUMNER COUNTY CASA WILL HOST THEIR SIXTH ANNUAL DODGEBALL TOURNAMENT SUNDAY FEBRUARY 19 FROM 2 P.M. TO 6 P.M. AT VOLUNTEER STATE COMMUNITY COLLEGE WHICH IS LOCATED AT 1-4-8-0 NASHVILLE PIKE, GALLATIN, TENNESSEE 3-7-0-6-6.

AGES 18 AND OLDER ARE PERMITTED TO PARTICIPATE AND THE REGISTRATION FEE IS 135 DOLLARS FOR A TEN PLAYER TEAM. PRE-REGISTRATION IS REQUIRED.

SUMNER COUNTY CASA IS A NONPROFIT, UNITED WAY AGENCY THAT PROVIDES PEOPLE THE UNIQUE OPPORTUNITY TO MAKE A DIFFERENCE IN THE LIVES OF ABUSED, NEGLECTED CHILDREN IN THE FOSTER CARE SYSTEM. CASA TRAINS EVERYDAY CITIZENS FROM ALL WALKS OF LIFE TO BECOME THESE CHILDREN'S VOICE IN THE COURTROOM.

THE DODGEBALL TOURNAMENT WILL RAISE FUNDS FOR SUMNER COUNTY CASA AND CREATE AWARENESS OF THE ORGANIZATION. FOR MORE INFORMATION ABOUT RULES AND REGISTRATION, CONTACT SUMNER COUNTY CASA AT (615) 451-1688 OR EMAIL THEM AT SUMNERCASA@ATT.NET.

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SUMNER COUNTY CASA

Sumner County CASA
Carole J. Ritter, Executive Director
E-mail: sumnercasa@att.net
Phone: 615-451-1688

SLUG: Golf Tournament to benefit Sumner County CASA

FOR IMMEDIATE RELEASE: 02/16

Gallatin, Tenn.- SUMNER COUNTY CASA OF TENNESSEE WILL HOST A GOLF TOURNAMENT (INSERT DATE HERE) TO BENEFIT AND RAISE AWARENESS FOR THE LOCAL NON-PROFIT ORGANIZATION. THE TOURNAMENT WILL BE HELD AT (INSERT LOCATION HERE) FROM (INSERT TIME HERE).

SUMNER COUNTY CASA IS A NONPROFIT, UNITED WAY AGENCY THAT PROVIDES PEOPLE THE UNIQUE OPPORTUNITY TO MAKE A DIFFERENCE IN THE LIVES OF ABUSED, NEGLECTED CHILDREN IN THE FOSTER CARE SYSTEM. CASA TRAINS EVERYDAY CITIZENS FROM ALL WALKS OF LIFE TO BECOME THESE CHILDREN'S VOICE IN THE COURTROOM.

THE GOLF TOURNAMENT WILL RAISE FUNDS FOR SUMNER COUNTY CASA AND CREATE AWARENESS OF THE ORGANIZATION. FOR MORE INFORMATION ABOUT RULES AND REGISTRATION, CONTACT SUMNER COUNTY CASA AT (615) 451-1688 OR EMAIL THEM AT SUMNERCASA@ATT.NET.

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SUMNER COUNTY CASA

Sumner County CASA
Carole J. Ritter, Executive Director
E-mail: sumnercasa@att.net
Phone: 615-451-1688

SLUG: Luau event to benefit Sumner County CASA

FOR IMMEDIATE RELEASE: 02/16

Gallatin, Tenn.- SUMNER COUNTY CASA'S BOARD OF DIRECTORS WILL HOST THEIR SECOND ANNUAL LUAU EVENT (INSERT DATE HERE) FROM (INSERT TIME HERE) AT THE EPIC EVENT CENTER IN GALLATIN. LAST YEAR THE LUAU PROVED TO BE A HUGE SUCCESS BRINGING IN OVER \$33,000 TO THE LOCAL NON-PROFIT AGENCY.

SUMNER COUNTY COURT APPOINTED SPECIAL ADVOCATES OR CASA IS A NON-PROFIT, UNITED WAY AGENCY CREATED TO TRAIN COMMUNITY VOLUNTEERS TO SPEAK FOR CHILDREN INVOLVED IN THE JUVENILE COURT SYSTEM WHEN THERE HAVE BEEN ALLEGATIONS OF ABUSE AND NEGLECT.

THE PROGRAM DOES NOT REQUIRE ANY PRIOR EXPERIENCE OF THEIR VOLUNTEERS. CASA PROVIDES THEIR VOLUNTEERS WITH AN INTENSIVE TRAINING PROGRAM. VOLUNTEERS GET TO KNOW THE CHILD BY TALKING WITH EVERYONE IN THAT CHILD'S LIFE. THEY USE THE INFORMATION THEY GATHER TO INFORM JUDGES AND OTHERS OF WHAT THE CHILD NEEDS AND WHAT WILL BE THE BEST PERMANENT HOME FOR THEM.

THE LUAU WILL RAISE FUNDS FOR SUMNER COUNTY CASA AND CREATE AWARENESS OF THE ORGANIZATION. FOR MORE INFORMATION ABOUT LUAU EVENT, CONTACT SUMNER COUNTY CASA AT (615) 451-1688 OR EMAIL THEM AT SUMNERCASA@ATT.NET.

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Radio Ad Copy

Who is CASA?



SUMNER COUNTY CASA

CASA: Court Appointed Special Advocates FOR CHILDREN

COPY A

:60"

KILL: 5/5/10 @ 2PM

(MX: SOFT MUSIC:01")HAVE YOU EVER WANTED TO MAKE A DIFFERENCE
IN SOMEONE'S LIFE? NOW YOU CAN (MX: CONT. SOFT MUSIC: 26") SUMNER
COUNTY CASA IS A NON-PROFIT AGENCY CREATED TO RECRUIT AND TRAIN
DIVERSE VOLUNTEERS WHO ACT AS ADVOCATES FOR THE BEST INTERESTS OF
CHILDREN INVOLVED IN COURT PROCEEDINGS PRIMARILY AS THE RESULT OF
ABUSE OR NEGLECT. MORE THAN 900 CASA PROGRAMS ARE IN OPERATION IN
RESPONSE TO THE 600,000 PLUS CHILDREN IN THE FOSTER CARE SYSTEM. THESE
CHILDREN HAVE NO VOICE, BUT YOU CAN HELP. (MX: CONT. SOFT: 12" MUSIC)
SUMNER COUNTY CASA IS LOOKING FOR ADVOCATES WHO HAVE A DESIRE TO
HELP A CHILD AND BE THEIR VOICE.(MX: CONT. SOFT MUSIC:12") TO VOLUNTEER
(CUT MX: 09")JUST VISIT WWW. SUMNERCASA.NET AND FILL OUT THEIR EASY
APPLICATION OR CALL 615-451-1688 FOR MORE INFORMATION. BE AN ADVOCATE.
BE THE STRONG PERSON AN INNOCENT CHILD NEEDS IN A WORLD OF CHAOS. BE
STABILITY. BE HAPPINESS. BE FOR THE CHILD.

###





MISSION STATEMENT/ FACT SHEET



SUMNER COUNTY CASA

The mission of the National Court Appointed Special Advocate (CASA) Association, together with its state and local members, is to support and promote court-appointed volunteer advocacy so that every abused or neglected child can be safe, establish permanence and have the opportunity to thrive.

- Sumner County CASA is a sub-unit of the National CASA program, which was created by a Seattle judge who developed the idea of a non-profit agency used to recruit and train diverse volunteers who act as advocates for the best interests of children involved in court proceedings primarily as the result of abuse and/or neglect.
- Sumner County CASA began assigning volunteers in April 1992 and has **advocated for 1,851 children to date**. In 2010-2011, **59 CASA volunteers** provided service to **256 children**, donated **1,640 hours**, trained **654 hours** and **drove over 17, 253 miles**. In 2010-2011, 12 new CASA volunteers were trained and sworn in.
- Of the children served their ethnicities differ greatly. A total of **256 cases, 205 children were Caucasian, 15 were African-American, 11 were Hispanic, and 25 were Bi-Racial**.
- Today more than **900 CASA** programs are in operation, with **70,000 women and men** serving as CASA volunteers.
- Over **600,000 children** are in foster care because they cannot safely live with their families.
- On average, **3.5 children die every day** as a result of abuse or neglect, which equates to one death every **7 hours**.
- The top five counties within Tennessee that have the highest rate of child abuse cases are as follows: Gallatin with **75 cases**, Hendersonville with **45 cases**, Portland with **44 cases**, Goodlettsville with **15 cases**, and Bethpage with **13 cases**.

Sumner County Casa
 393 Maple Street, Suite 400 Gallatin, TN 37066
 Phone: (615)451-1688
 Fax: (615) 230-7227
 Email: SumnerCASA@att.net
 Carole Ritter, Executive Director





GETTING TO KNOW CAROLE RITTER

Carole Ritter Biography



CASA

Court Appointed Special Advocates
FOR CHILDREN



Carole Ritter has been the executive director of Sumner County CASA since 2005 and she knows first-hand the difference that a CASA can make in a child's life. The same week she took over as director Carole and her husband also became foster

parents to two pre-teen girls who had a CASA advocating for them in Davidson County. Carole and her husband went on to adopt those wonderful girls the next year. That is why CASA is just more than a career to her, it is her life.

Carole J. Ritter, Executive Director Bio facts:

Carole J. Ritter has served as Executive Director for Sumner County CASA since August 2005. Prior to being selected as Executive Director she was a volunteer

with the agency and completed the 35-hour training. Carole advocated for seven children while in her role as volunteer. Prior to Carole and her husband relocating to Tennessee she held the position of Executive Director for the Illinois Governor's Commission on Discrimination reporting directly to the Governor. She served as an advisor to the Governor on issues regarding the enhancement, enforcement and safety laws and legislation in the State of Illinois for four years.

Carole J. Ritter has a Bachelor of Arts from Culver-Stockton College in Missouri where she double majored in Fine Arts and Business Management. She later attended the University of San Diego pursuing a law degree. Due to the appointment to the Illinois Governor's staff she relocated prior to completing her studies. Carole has twenty-one years experience in victim advocacy through continuing education and servitude.

Carole and her husband are the adoptive parents of two girls who had been CASA children.



WHO'S WHO AMONG CASA

Board of Directors



SUMNER COUNTY CASA

BOARD OF DIRECTORS 2011-2012

Rita Allen term end 2014
 203 East HarborDr.
 Hendersonville, TN 37075
 Home: 822-3297
 Email: roa2031@bellsouth.net
 Occupation: Owner/World Wide Travel

Bruce Chaffin term end 2013
 1063 Edgewater
 Gallatin, TN 37066
 Cell: 473-8061
 Email: Campcreek@comcast.net
 Occupation: retired

Don Dickerson term end 2012
 111 Secretariat Place
 Hendersonville, TN 37075
 Home: 824-0227
 Email: Dldsax@comcast.net
 Occupation: Halo Realty LLC

Tracey Gill- Pres Elect term end 2014
 205 Lexington
 Lebanon, TN 37087
 Cell: 615-594-0052
 Email: tshivelygill@charter.net
 Occupation: Graphic designer

Steve Gregory- Treasurer term end 2011
 181 Meadowlake Drive
 Hendersonville, TN 37075
 Cell: 308-0998
 Email: steveg18@comcast.net
 Occupation: Appraiser

Dale Hardiman- President term end 2013
 1014 Brave Hill Dr.
 Castalian Springs, TN 37031
 Cell: 504-2440
 Email: dhardiman@banccard.com
 Occupation: BancCard Representative

Ron Hibbard term end 2014
 930 Lakeshore Drive
 Gallatin, TN 37066
 Home: 452-9405
 Email: Ron@Ronhibbard.com
 Occupation: owner Ron Hibbard Toyota

Susan Jones term end 2013
 P.O. Box 1006
 Hendersonville, TN 37077
 Cell: 830-7516
 Email: susan.jones10@comcast.net
 Occupation: retired





SUMNER COUNTY CASA

BOARD OF DIRECTORS 2011-2012

Lois Matisak term end 2013
703 Longview
Mt. Juliet, TN 37122
Home: (615)773-8417
Email: lois.matisak@comcast.net
Occupation: retired

Cheryl McAdams- Secretary term end 2014
3255 Priest Woods Drive
Nashville, TN 37214
Cell: 438-8480
Email: cherylmcadams@yahoo.com
Occupation: Therapist

Kinsley Smith term end 2014
1201 Lake Murray RD
Gallatin, TN 37066
Telephone: 714-3631
Email: cksmith32@comcast
Occupation: Owner Joey's Carpet

Anna Stephens - Past Pres. term end 2013
358 Buckingham Blvd.
Gallatin, TN 37066
Home: 452-4533
Email: Anna.Stephens.G2LE@statefarm.com
Occupation: Insurance Agent/State Farm Insurance

Chris Wicke term end 2013
95 Hidden Way
Hendersonville, TN 37075
Home: 822-7241
Email: cswicke@aol.com
Occupation: developer

****CASA VOLUNTEERS**

Julie M., David C., Tracy, Wendy, Susan, David K., Jenyfer, Kay, Christine,
Danny, John

****NOTE: The list is not accurate and subject to change.
We purposefully do not add the last name of our volunteers
to keep that confidential from the families we work with.**







SUPPLEMENTAL MATERIAL

Promotional Material
-Flyers for CASA Events



Hosted by: CASA, Court
Appointed Special Advocate
for Children

When: Sunday Feb. 19, 2012

Where: Volunteer State Community College

Time: 2 p.m. to 6. p.m.

Contact: Sumner County CASA at (615) 4511688
or email us at SumnerCASA@att.net

WHEN: (INSERT DATE)
WHERE: (INSERT LOCATION)
TIME: (INSERT TIME)
CONTACT: Sumner County CASA at (615)
451-1688 or email at sumnerCASA@att.net



**Hosted by: CASA, Court
Appointed Special Advocate for
Children**

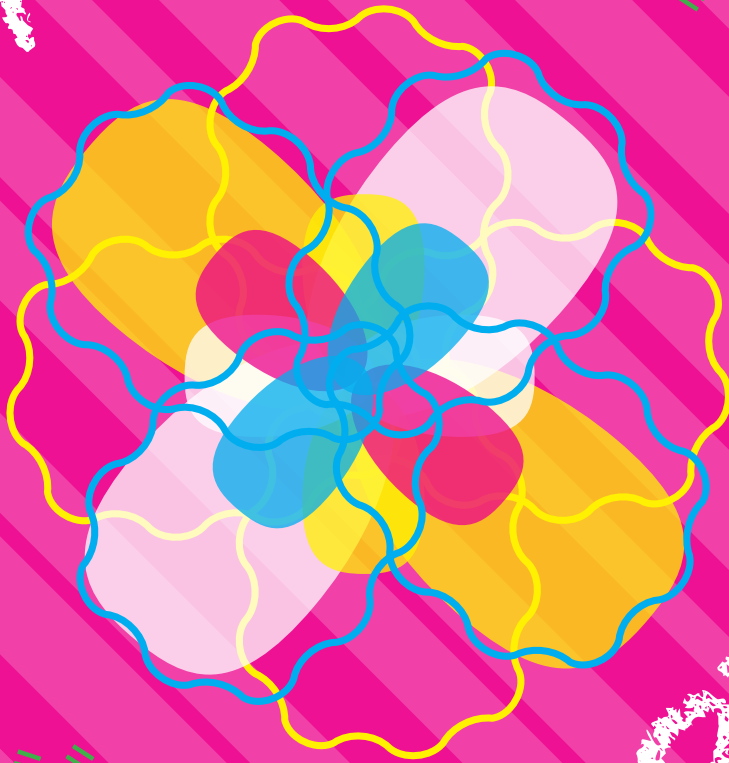
A photograph of three white golf balls on wooden tees, set against a vibrant green background. The balls are arranged in a slightly receding line from left to right. The lighting creates soft shadows and highlights on the dimpled surface of the balls.

GOLF TOURNAMENT

Hosted by: CASA,
Court Appointed Special
Advocate for Children



WASH
STATE



WASH
STATE

WHEN: August 6, 2012
WHERE: Epic Event Center in
Gallatin
TIME: TBA
CONTACT: Sumner County
CASA at (615) 451-1688

T-Shirt Design #1



Place: T-shirt Charity, <http://www.tshirtcharity.com/>

Type: Anvil 100% Heavyweight Ringer Tee

Prices: (the more quantity, the cheaper it is), FREE Shipping

small - \$8.66 medium - \$8.66

large - \$8.66 x-large - \$8.66

xx-large - \$10.01

Shipping

Standard: 10 days

Rush: 5 days

Fastest Shipping: 3 days

T-Shirt Design #2



Place: T-shirt Charity, <http://www.tshirtcharity.com/>

Type: Anvil 100% Heavyweight Ringer Tee

Prices: (the more quantity, the cheaper it is)

small - \$8.66 medium - \$8.66

large - \$8.66 x-large - \$8.66

xx-large - \$10.01

Shipping

Standard: 10 days

Rush: 5 days

Fastest Shipping: 3 days

How will they help CASA? (as written on their website)

Custom t-shirts, screen printing, embroidery, and marketing materials for non profits.

T-Shirt Charity's main focus has always been working with non-profits and charitable organizations of all sizes. We specialize in printing t-shirts for charity walks, races, and all types of fundraising events. We are happy to work with you whether you need 25 custom t shirts for one event, or thousands of custom tees for multiple events throughout the year.

Along with custom screen printing, we also offer Large Format Graphics (banners and event signage), Graphic Design, Custom Embroidery, and printed marketing materials such as postcards, brochures, posters and business cards.

At T-Shirt Charity, we are very aware of the strict budgetary constraints faced by many non-profits. We also understand that many times there may be last minute sponsorship issues. We are fully prepared to deal with those situations. One of the ways we help is by offering True Wholesale pricing for our printing and design services exclusively to non-profits. We also offer free standard shipping on orders shipped within the Continental U. S.

When you place an order with T-Shirt Charity, you haven't just hired a screen printer. You have added a team mate who is willing to go the extra mile to bring attention to your cause. Be assured that you can get custom screen printing at low cost, without sacrificing quality, time, or customer care. Non Profits please contact us for special pricing.

Custom online stores for non profits

In addition to providing custom t-shirts, and printing services for non profits t-shirt Charity offers free online stores exclusively for non profit organizations. We can provide apparel from t-shirts to high end dress shirts as well as many promotional products to fill you store. T-Shirt Charity handles all the production and fulfilment and you earn commissions for every sale. In fact you set all of you sell prices and determine you profit levels. Sign up here

Non Profits contact us for special pricing on your custom tee shirts and printing needs.

Contact Us

Feel free contact us with any question or comments.

Phone - 877-654-4361

Mail:

T-Shirt Charity
8112 Statesville Rd - A
Charlotte, NC 28269

Wrist Bands Design



Logo:



Text:
CASA Advocates

Web site Address: <https://www.wristbands.net>

Product Summary

Type: Colored Filled Silicone

Style: Solid

Color (s): (1)-White

Text (s): Front

Font (s): 2012-03-29-15-50-04-1217-

Artwork (s): 

Price

Unit Price: \$ 1.35

Additions: \$0.10

Quantity: 30

Total: \$ 43.50

Tote Design



FRONT

BACK



Web site Address: <http://www.capwholesalers.com>

Product Summary

Non-Woven Tote Bag With Trim Colors

Item Color: Black

Imprint Color: Blue

Font: Arial

Imprint: CASA Advocates

Art Proof: FREE

Quantity: 200

Total: \$ 290.36

Baseball Cap Design



Web site Address:

<http://www.capwholesalers.com>

Product Summary

Type: 30 Sandwich Practice Jersey Caps

Style: Solid

Color (s): White/Red

Price

Unit Price:

2 Dozen at \$50.40

6 Pieces at \$10.00

Quantity: 30

Total: \$ 160.80

Hobby Lobby

Prices

Tulip Fabric Paint: \$2.99 per bottle

Fabric Makers: \$1.99 per pen

It can be a project wear everyone can design their own hat.



Megan's Story

The story below is an actual letter written by Megan for whom CASA helped find permanence. Megan's story is just one of the more than 300 families that Sumner County CASA will help in this upcoming year. CASA volunteers are "Everyday Heroes" who make a difference in a child's life.

When I tell people I'm adopted they always want to know my story. It's not a pretty story, but it has a very happy ending.

My little brothers and sister and I are going to live "happily ever after", but it might not have turned out that way if my Mom (adoptive mother) had not heard from CASA. Mom and Daddy (adoptive parents) had gotten my baby brother when he was only seven weeks old, and he had already been neglected (something left out of his care) until he almost starved. But our birth parents kept saying they wanted us back, and the laws say that the State has to do all it can do to put children back with their birth parents. But my Mom just knew there was something terribly wrong in that house, and she was terrified that my tiny baby brother was going to be sent back.

When the CASA volunteer called and said that she was working with our family, she was just so nice to my Mom. She said that she was going to do her best for the kids. My Mom told her that she was positive that drugs and abuse were going on in the home of our birth parents, and she begged our CASA to investigate it. My Mom could just tell that this was someone she could trust and someone who was going to work very hard for us. So she told the CASA volunteer everything she had heard or seen.

Our CASA volunteer listened to my Mom. She started investigating everything my Mom told her. I know it was hard for her, because besides being a CASA volunteer she (CASA volunteer) was a single Mom and had a full-time job, but when she checked into everything it was all true. Soon after that, Mom and Daddy asked if my little sister, another little brother, and I could come there to live, too, because we were all in different foster homes. That's when the CASA volunteer came to talk to me. She was SO SWEET to me. She made me feel so safe. She told me that I could tell her anything and she would report it to the juvenile judge. I could tell she was somebody who really wanted to help us. Because of all the things the CASA volunteer found out about the drugs, our social worker with the Department of Children's Services did a drug test on my birth mother's boyfriend. He wasn't my father, but he was my brothers' and sister's father. He tested positive, and that was just the beginning. Everybody knew then that the things that had been reported were really true. I told the CASA volunteer, my caseworker and my counselors everything that I could remember from the time I was a little girl. They said that I was very courageous to tell my story, and maybe that would make a real difference in our lives.

My birth mother and her boyfriend had to go to court so the judge could decide if he would terminate their parental rights. The judge said he might talk to me, and even though I was very nervous, I knew I would find the courage to do it. But because of all the hard work our CASA volunteer and our social worker had done, I didn't even have to do anything. The CASA volunteer and staff went to court for us along with our wonderful social worker, and some other really important people, too, like the court appointed lawyer that represented the kids, and the CPS worker who had removed us. My Mom called them the "Dream Team", because they all worked together with the attorney to do what was right for us.

The judge granted the termination, and six months after that we got the best

Christmas present in the world. Mom and Daddy and their already adopted daughter adopted all four of us, so for the first time in my life I was in a REAL FAMILY! I know that my parents have had to work very hard to change from being the parents of one to being the parents of five young children. They had to buy a new van and more furniture and move things all over the house. There's never enough time to do all the laundry at once, and Mom said her grocery bill resembles "the National Debt", whatever that is, but when anyone asks my parents why they did this they always give the same answer.

They didn't go out looking for four children to adopt. They volunteered to foster a baby. But when God gave them a baby with three siblings who needed to be loved forever, they knew what they had to do...love us forever! Thank you CASA for being there for us!

THE END



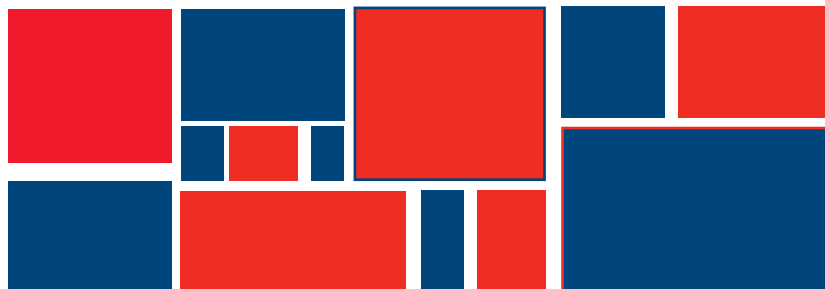


We Are For the Child.



"Lift Up a Child's Voice! Advocate for abused and neglected children."

-Summer CASA



Press Conference Plan





SUMNER COUNTY CASA

List of possible attendees:

- The Tennessean
- The Leaf Chronicle
- Clarksville Now
- Nashville Now
- The All State
- The Monocle
- News Channel 5
- Nashville Chamber of Commerce
- 107.5 The River
- Mix 92.9
- 92.1 WQQK
- 101.1 WUBT The Beat
- 107.9 Q 108
- 106.7 WNFN The Fan
- 102.5 WQZQ The Party
- 88.7 Way Fm
- 103.3 WKDF Music City 103

Main Information:

- Would be held at Gallatin Civic Center.
- Located on 210 Albert Gallatin Ave Gallatin TN 37066
- Civic Center Phone- (615) 451-5911
- Civic Center Fax- (615) 451-5908





SUMNER COUNTY CASA

- Emergency Gallatin Police Department- (615) 452-1313

Rooms

- Press Conference would be held in Meeting Rooms at the Gallatin Civic Center. The rooms are furnished with tables and chairs and can be setup as we prefer. The rooms may be rented as a single, double or triple room. The room size allows for approximately 50 people in each room, depending on the setup. A triple room would hold a maximum number of 150 people.
 - Single room is 20'x40' and costs \$20.00 per hour
 - Double Room is 40'x40' and costs \$25 per hour
 - Triple Room is 60'x40' and costs \$30 per hour
 - Tables and chairs are provided and coffee can be provided as well for a low fee.
 - Parking would be in the Gallatin Civic Center parking lot.
 - Expert Speaker- Carol Ritter, CASA advocates, and volunteers from CASA of Sumner County, possibly someone from CASA Headquarters.
 - Send out press releases by making one template save as PDF and email it to participants.
 - Call potential attendees first time and then email.
 - Press Conference would be free and open to the public
 - Lighting would be provided from the Civic Center
 - Food would be possibly donated by local businesses who are willing
 - Workers would include volunteers from Sumner County CASA and possibly APSU students/faculty who would like to get involved.
 - Nametags would be handmade





SUMNER COUNTY CASA

- **The Tennessean**

1100 Broadway
Nashville, TN 37203
Deborah Fisher, Senior Editor, Local News
Phone: (615) 664-2156

- **The Gallatin News**

110 North Water Avenue (on the Square)
Gallatin, TN 37066
Randy Cline, Editor
Phone (615) 452-4940

- **The Gallatin News Examiner**

1 Examiner Court
Gallatin, TN 37066
Mike Towle, General Manager/Editor
mtowle@mtcngroup.com
Phone: (615) 452-2561

- **Hendersonville Standard**

P.O. Box 1070
Hendersonville, TN 37077
Phone: (615) 824-4044
Randy Cline, Editor
(615) 452-4940

- **Hendersonville Star News**

110 Sanders Ferry Road
Hendersonville, TN 37075
Phone: (615) 824-8480
Tena Lee, Editor
tlee@mtcngroup.com

- **The Leaf Chronicle**

Editor and General Manager,
Richard Stevens
(931) 245-0220

- **Clarksville Now**

Clarksvillenow.com
1640 Old Russellville Pike
Clarksville, TN 37043
(931) 648-7720 Office Phone
Katie Gambill, General Manager

- **Nashville Now**

(615)545-3083
Email: webmaster@nashville-now.com
Contact Person: Randy Anderson

- **The All State**

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theallstate@apsu.edu
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Jake Lowary, adviser
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SUMNER COUNTY CASA

- **The Monocle, APSU yearbook**

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Nashville, TN 37219
News Tips--615-248-5250
Newsroom/Assignment Desk
(615) 248-5281
newsroom@newschannel5.com

- **News Channel 4**

WSMV-TV
5700 Knob Road
Nashville, TN 37209
(615) 353-4444

- **Nashville Chamber of Commerce**

211 Commerce St # 100 Nashville, TN
37201
(615) 743-3000

Tara Moore, CMP, Event Manager
(615) 743-3115

- **107.5 The River**

55 Music Square West, Nashville 37203.
Office Line: 615-664-2400
<http://www.1075theriver.com>
Mix 92.9

504 Rosedale Ave.

Nashville, TN 37211

Office Line: (615)-259-0929

- **92.1 WQQK**

WQQK

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Nashville, TN 37203

(615) 321-5771 Fax Line

(615) 321-1067 Business Line

News & PSA Announcements

allen@cumulus.com

- **101.1 WUBT The Beat**

55 Music Square West

Nashville, TN 37203

<http://www.1011thebeat.com/pages/contactus.html>

(615) 664-2400 tel.

(615) 664-2406 fax. 737-1011

- **107.9 Q 108**

Phone #: (931) 648-7720

Fax #: (931) 648-7769





SUMNER COUNTY CASA

Website: www.Q108.com
Twitter - @Q108Clarksville
Q108
1640 Old Russellville Pike
Clarksville, TN 37043

- **106.7 WNFN The Fan**

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Promotions:
cori.vallentine@cumulus.com
i106 WNFN

10 Music Circle East
Nashville, TN. 37203

- **102.5 WPRT The Game**

THE CROMWELL RADIO GROUP
WPRT-FM 102.5 The GAME

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Nashville, TN 37217-3208
615-737-1025

office/615-399-1029

fax/615-361-9873 sales fax

Tincy Crouse, General Manager

- **88.7 Way Fm**

1095 West McEwen Dr.
Franklin, Tennessee 37067

Phone Number:
1-(888) 339-2936

- **103.3 WKDF Music City**

103WKDF Program Director

10 Music Circle East

Nashville, TN 37203

(615) 321-1067





SUMNER COUNTY CASA

Timeline

March 18- 20

- Group meetings to discuss and plan the rough draft of press conference
- Book Gallatin Civic Center for June 6, 2012 (Imaginary Date)

25- 31

- Call the press/media/radio outlets to ask if they will come
- Call and order food a couple weeks in advance, place the order
- Put in order for lanyards
- Call and find a spokes person

April 1- 7

- Start make flyers
- Send out press releases
- Email press/media outlets
- Confirm Spokesperson
- Post ad on CASA website
- email press kits, snail mail

8- 9

- Pick-up lanyards
- Email APSU professors
- Post ad on CASA website

15- 21

- Find APSU volunteers
- Start radio/TV/other PR advertising

22-28

- Post flyers around Gallatin/APSU
- Have a meeting with spokesperson and Carole Ritter

29-30





SUMNER COUNTY CASA

-Start making name tags

May 1- 5

-Last day to confirm who will be volunteering

6- 12

-Double Check on everything, just in case

-email press releases again

13- 19

-Have another meeting with spokesperson and Carole Ritter

20- 26

-Confirm Spokesperson, just in case

-Send PDF copies of press kits

27-31

-Pass out T-Shirts

-Have a meeting with CASA volunteers and Carole Ritter

June 1-5

-Pick-up food

-Get plates

-Confirm the press/media outlets





SUMNER COUNTY CASA

June 6, 2012 Golf Tournament Press Conference Schedule (Imaginary Date)

7:00 a.m.- 9:00 a.m.	CASA/APSU volunteers set-up for conference	
9:00 a.m. -10:00 a.m.	Press and Public arrives	Coffee will be available during this time.
10:00 a.m. – 12:00 p.m.	CASA Press Conference	CASA/APSU volunteers will be setting up concessions in back...quietly.
12:00 p.m.-1:00 p.m.	Talking, possible extra interviews, mingling	CASA/APSU volunteers running concessions.
1:00 p.m. – 2:00 p.m.	Clean-up	If the press or public wants they can do extra interviews or mingling during this time.
TBA	Gallatin Civic Center Personnel will inspect the facility. If it looks clean we get the deposit back.	



Media Contact List





SUMNER COUNTY CASA

- **The Tennessean**
1100 Broadway
Nashville, TN 37203
Deborah Fisher, Senior Editor, Local News
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 Jake Lowary, adviser
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103WKDF Program Director

10 Music Circle East

Nashville, TN 37203

(615) 321-1067





Promotional Materials



Hosted by: CASA, Court
Appointed Special Advocate
for Children

When: Sunday Feb. 19, 2012

Where: Volunteer State Community College

Time: 2 p.m. to 6. p.m.

Contact: Sumner County CASA at (615) 451-
1688 or email us at SumnerCASA@att.net

WHEN: (INSERT DATE)
WHERE: (INSERT LOCATION)
TIME: (INSERT TIME)
CONTACT: Sumner County CASA at (615)
451-1688 or email at sumnerCASA@att.net



**Hosted by: CASA, Court
Appointed Special Advocate for
Children**

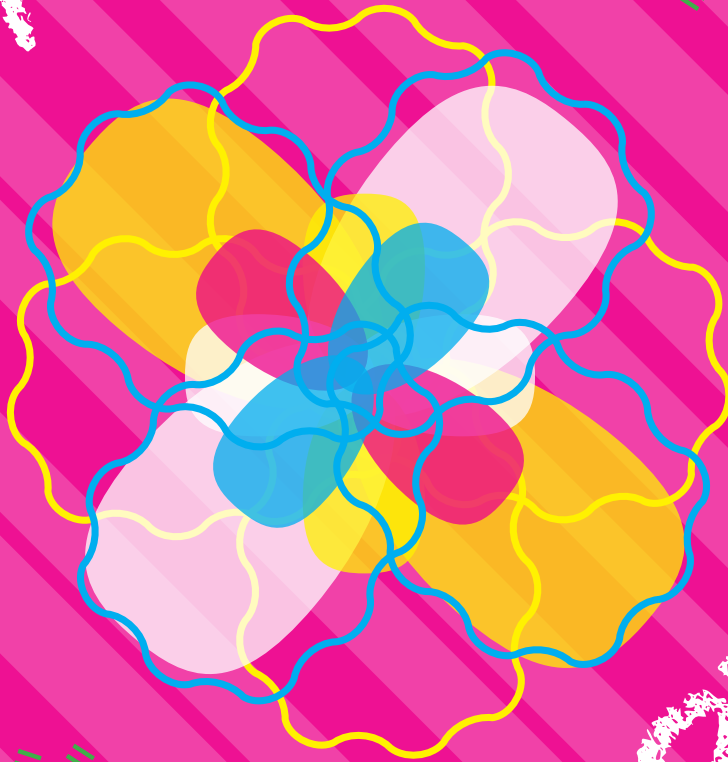
A photograph of three white golf balls on wooden tees, set against a blurred green background of a golf course. The balls are arranged in a slight curve from left to right. A semi-transparent white banner is overlaid across the middle of the image, containing the text 'GOLF TOURNAMENT' in green, bold, sans-serif font.

GOLF TOURNAMENT



Hosted by: CASA,
Court Appointed Special
Advocate for Children

CASA



PARENTS

WHEN: August 6, 2012
WHERE: Epic Event Center in
Gallatin
TIME: TBA
CONTACT: Summer County
CASA at (615) 451-1688

T-Shirt Design #1



Place: T-shirt Charity, <http://www.tshirtcharity.com/>

Type: Anvil 100% Heavyweight Ringer Tee

Prices: (the more quantity, the cheaper it is), FREE Shipping

small - \$8.66 medium - \$8.66

large - \$8.66 x-large - \$8.66

xx-large - \$10.01

Shipping

Standard: 10 days

Rush: 5 days

Fastest Shipping: 3 days

T-Shirt Design #2



Place: T-shirt Charity, <http://www.tshirtcharity.com/>

Type: Anvil 100% Heavyweight Ringer Tee

Prices: (the more quantity, the cheaper it is)

small - \$8.66 medium - \$8.66

large - \$8.66 x-large - \$8.66

xx-large - \$10.01

Shipping

Standard: 10 days

Rush: 5 days

Fastest Shipping: 3 days

Wrist Bands Design



Logo:



Text:
CASA Advocates

Web site Address: <https://www.wristbands.net>

Product Summary

Type: Colored Filled Silicone

Style: Solid

Color (s): (1)-White

Text (s): Front

Font (s): 2012-03-29-15-50-04-1217-

Artwork (s): 

Price

Unit Price: \$ 1.35

Additions: \$0.10

Quantity: 30

Total: \$ 43.50

Tote Design



FRONT

BACK



Web site Address: <http://www.capwholesalers.com>

Product Summary

Non-Woven Tote Bag With Trim Colors

Item Color: Black

Imprint Color: Blue

Font: Arial

Imprint: CASA Advocates

Art Proof: FREE

Quantity: 200

Total: \$ 290.36

Baseball Cap Design



Website Address:

<http://www.capwholesalers.com>

Product Summary

Type: 30 Sandwich Practice Jersey Caps

Style: Solid

Color (s): White/Red

Price

Unit Price:

2 Dozen at \$50.40

6 Pieces at \$10.00

Quantity: 30

Total: \$ 160.80

Hobby Lobby

Prices

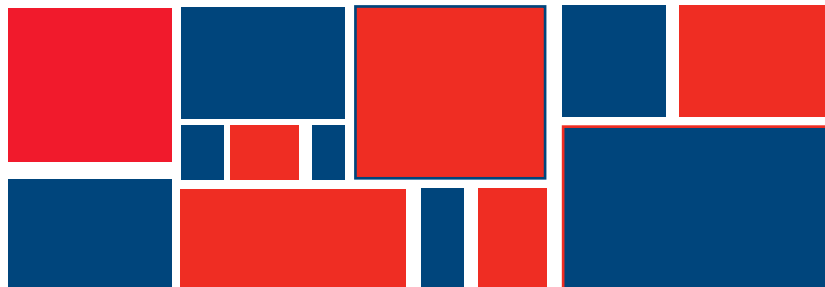
Tulip Fabric Paint: \$2.99 per bottle

Fabric Makers: \$1.99 per pen

It can be a project wear everyone can design their own hat.



We Are For the Child.



Summer Count CASA



Media Relations Plan