



Community Campaign Start-up Kit

A **KEEP KIDS ALIVE DRIVE 25®** community campaign provides many benefits, including:

- ◆ Actual reduction of speed in neighborhoods.
- ◆ Empowering residents to take responsibility for driving behavior in their own neighborhoods.
- ◆ Addressing speeding at a grassroots level can save both lives and money, as changing driver behavior is preferable to fines and costly speed bumps.
- ◆ Community relations are improved when leaders work with constituents to develop and take ownership in the campaign.

Tips for Starting a Campaign:

- ⇒ Local governments can provide a central coordinating point for implementation of the campaign. This allows the campaign to be implemented in a consistent manner.
- ⇒ Get your community on board: elected officials, police department, traffic/public works department, schools, HOAs, local businesses, Neighborhood Watch and other community safety organizations.
- ⇒ Encourage interested residents to talk with their neighbors about the campaign and invite personal commitment.
- ⇒ Encourage residents to post KKAD25 yard signs as often as possible, but primarily during morning rush hour and after school when kids are most often out and about.
- ⇒ Many communities opt to seed **KEEP KIDS ALIVE DRIVE 25®** and related messages through bumper stickers, window decals, trash can decals, vehicle and refrigerator magnets, key chains, shirts, pencils, etc. Businesses may be willing to underwrite the cost of these items, and schools or other organizations may want to sell them as fundraisers.

KEEP KIDS ALIVE DRIVE 25® Neighborhood Awareness Tool Kit

- 100 Standard Brochures
- 10 Yard Signs
- 50 Key Chains
- 25 Trash Can Decals
- 10 Vehicle Magnets
- 100 Pencils
- 5 Organizer T-shirts
- Media Kit with PSAs, print ads and sponsorship ideas

Awareness Tool Kit Price:

\$495.00

Including Shipping

Large Community/Multiple Neighborhoods?
Two kits: \$925, 3/\$1350. Call or email us for quotes for larger quantities.

Order Awareness Tool Kits and many more campaign items, including many in Spanish, by using the order form if attached, or by visiting our Website at www.KeepKidsAliveDrive25.org.

For more info, email Tom Everson at Tom@kkad25.org or call (402) 334-1391.



It's About Kids!

It's About Safety!

It's About Caring!

It's About Time!™



Order Form

All proceeds from **Keep Kids Alive Drive 25** products help fund education efforts to help grow the campaign nationwide.



KEEP KIDS ALIVE DRIVE 25 Neighborhood Awareness Tool Kit

Includes: 100 Brochures, 10 Yard Signs, 50 Key Chains, 25 Trash Can Decals, 10 Vehicle Magnets, 5 Organizer T-shirts, 100 pencils and a Media Kit with PSAs, print ads and sponsorship ideas.
Awareness Tool Kit Price: \$495.00 including shipping. Multiple Kits: 2/\$925, 3/\$1350.

Call (402) 334-1391 for large quantity pricing of any items.

Quantity:	Description (prices include shipping):	Cost:
	KKAD25 Neighborhood Awareness Tool Kit=\$495/kit (includes shipping) 2 kits/\$925, 3 kits/\$1350)	
	Yard Signs: 5/\$100, 10/\$175, 25/\$350; 50/\$650; 100/\$1200 inc. shipping	
	KKAD25 Educational Brochures 100/\$35; 1000/\$320; 2000/\$575; 3000/\$775 inc. shipping. *Call for larger quantities and/or customization options.	
	KKAD25 Key Chains: 100/\$175; 250/\$375; 500/\$625 inc. shipping	
	KKAD25 Vehicle Magnet (4"x6") 10/\$38; 25/\$80; 50/\$137.50; 100/\$240	
	KKAD25 Trash Can Decals (9"x12.5"): 100/\$200; 300/\$525; 500/\$750	
	KKAD25 Bumper Stickers, pack of 100 =\$80 including shipping	
	KKAD25 T-Shirts: 1-24=\$14 each; 25-48=\$12 each; 49-100=\$11 each; 100-144=\$10 each, inc. shipping. Call for pricing over 144.	
	KKAD25 Silicone Wristbands, 50/\$90; 100/\$180 inc. shipping	
	KKAD25 Static Cling Window Decals (3.75"x6") 100/\$80 inc. shipping	
	KKAD25 Pencils, pack of 50=\$25; pack of 100=\$45	
	NEW! School Fundraising Program— free brochures available!	FREE

Order & Shipping Information:

Order Date: _____ Need by: _____

Contact Name: _____

Contact Daytime Phone: _____

Contact Email: _____

Ship to the attention of: _____

Street Address (no PO Box): _____

City: _____

State: _____ Zip: _____

TOTAL:

NOTE: All prices above include shipping.

Payment Information:

Credit card payments may be made on line at www.KeepKidsAliveDrive25.org. Municipalities, to be billed directly please submit order form along with purchase order to the address below. Others, please submit order with check or money order made payable to

KEEP KIDS ALIVE DRIVE 25

PO Box 45563
Omaha, NE 68145

For information on prices for larger quantities, tailoring educational brochures for your community, or additional information about starting a campaign, please contact Tom Everson at (402) 334-1391 or email Tom@kkad25.org.