



## Goals of the Spread Relief Program

Spread Relief will support projects that will:-

- Provide support to family members and caregivers;
- Purchase and implement products, services and activities for the benefit of children with a chronic or life-threatening disease;
- Advance disease research in the area you want to support;
- Assist a medical facility, with the purchase of a much needed piece of equipment;
- Provide a special experience for an eligible child – such as a trip or camp experience;
- Improve conditions in the community by enhancing the health, wellbeing and wellness of youth.

## Dealing with Difficult Issues

As you Spread Relief in your community and help children with various health problems, it is probable that some of the children with whom you will come in contact will deteriorate with time or even die from their condition. This is just one of the potentially emotionally charged issues your Club may encounter while engaged in these activities. Here are other delicate situations that may arise:

- Family members/caregivers distressed over the possibility of losing a loved one.
- Family members/caregivers experiencing turmoil watching a loved one suffer.
- A child experiencing difficulty in maintaining hope.
- A sibling experiencing a wide-range of emotions from lack of attention to fear of their own mortality.
- A child dealing with the after-effects of treatment.

Before engaging in a working relationship with a medical provider and/or family or child with health problems, Optimists are advised to seek consultation and training on dealing with related sensitive issues. There are resources within almost every community to help address these concerns. Medical providers – Before formalizing a relationship between the Club and the institution, discuss these concerns with the provider's liaison and request specific training on sensitive issues for your members.

The point to keep in mind is that these issues should not be ignored and the need for emotional support, for members as well as those you serve, is universal.



## Telling Your Story – Club Publicity

Publicity can mean more to your Club than “just getting your name in the paper.” By building up your Club through media coverage, you are bound to become more attractive to your community. Positive media coverage will not only enhance a Club's image, it will also help attract new members.

Keeping press releases simple and informative is the key to getting them published. Like any industry, media members come to expect things “wrapped in certain packages.” When this isn't done properly, some worthy news items can go unpublished. Please take a look at the following list of public relations suggestions – it may lead your Club to newfound popularity.

- Know who should receive a certain release. If your event is tailored to a certain news department (i.e. sports, local news, features, etc.), make sure you point that out on the release. This can get the process moving more rapidly.
- Make sure contact information is located on the release, so the media can contact the Club to gather further information. The contact is generally a program Chair or Club President.
- Build local media contacts. Do not be afraid to try to build a relationship between your Club and local reporters and editors.
- Be short, sweet and succinct. No press release should ever be over two pages long. Use compact, information-filled sentences and paragraphs. Anything too lengthy may be disregarded without a serious glance.
- When submitting photos to the print media, remember that editors love action shots. A picture of Optimists standing around and smiling may be nice for a Club scrapbook, but wouldn't likely draw the attention of a media professional. A picture should always tell part of the story. If you use a digital camera, make sure to shoot the photo in the highest resolution possible.
- Make sure to utilize a photo-release form (see sample forms below) for parents to authorize the Club's use, for publicity purposes, of any photos of their children under the age of 18. A sample photo release form for adults over the age of 18 granting the Clubs use of their photo is included in the guide as well.



Canadian Children's  
Optimist Foundation

## Canadian Children's Optimist Foundation in your **community**

The Canadian Children's Optimist Foundation is a Canadian charity recognized by the  
Canada Revenue Agency. **Charitable Number: 874718950RR0001**

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- Emphasize the kids. Even if your Club is conducting a fundraiser where no child is present, be sure to mention the project's ultimate goal is to help Optimists "Bring Out the Best in Kids."
- Don't try to follow-up your press release with a phone call. Unless new information is available, follow-ups often serve as negative reinforcement.
- **SEND COPIES OF ANYTHING PUBLISHED TO THE CANADIAN CHILDREN'S OPTIMIST FOUNDATION, SO THAT INFORMATION CAN BE SHARED WITH FELLOW OPTIMISTS ON OUR WEBSITE, FACEBOOK PAGE AND MAILING LIST.**