



Use National Family Week
to Strengthen Your Mission



COMMUNITY STRENGTHENS



CONNECTIONS COUNT, FOR EVERYONE

Children live better lives when their families are strong, and families are strong when they live in communities that connect them to economic opportunities, social networks, and services. That is the premise of National Family Week (NFW).

“The Alliance for Children and Families has been a leader in building the capacity of organizations that serve and advocate on behalf of children and families. With the inception of National Family Week over thirty years ago, the Alliance for Children and Families has remained committed to helping families create a culture of caring in their homes and communities.”

**Robert K. Goodwin,
President and CEO,
Points of Light Foundation
& Volunteer Center
National Network**

The Alliance for Children and Families’ National Family Week is a great platform for launching or culminating your organization’s year-round efforts on behalf of underserved children, families, and communities. **Combine the strength of NFW with your efforts and create an even greater difference.**

NFW is an ongoing program designed to achieve long-term family-and community-strengthening policy and program objectives including:

- Economic self-sufficiency
- Dependable transportation
- Reliable child care
- Accessible health care
- Applicable education and training
- Affordable housing

If your organization shares one or more of these objectives, let’s talk about how we can work together and use NFW to meet our common objectives. Call 800-221-2681 or visit www.nationalfamilyweek.org for more information.

***Helpful tools and templates are available at
www.nationalfamilyweek.org***

Putting National Family Week to Work

At **no charge to you**, the Alliance for Children and Families offers this “ready-made” campaign as another platform to energize your efforts to support strong children, families, and communities. See the enclosed tool kit that is packed with NFW ideas, strategies, tactics, and templates. Here are a few suggestions:



- Present a National Family Week Advocacy Award at a special meeting or conference to an individual who has worked to strengthen the lives of children and families. A professionally designed certificate will include the name of your recipient **and is available at no charge** from the Alliance for Children and Families.
- Launch a policy platform or announce a family-strengthening initiative during National Family Week.
- Connect legislative agenda to National Family Week and engage elected officials and leaders to support initiatives that position families to succeed.
- Make a public commitment to take action in support of policies that better the lives of vulnerable children and families. Write a letter to the editor and include a statement on your Web site.
- Connect with the Alliance for Children and Families and link your local affiliates or members with Alliance members planning local celebrations. Staff at the Alliance can help facilitate that connection.

National Family Week Can Work for You

Your organization can benefit in the following ways:

- Meet strategic goals
- Enhance relationships with policymakers and others
- Gain visibility and recognition
- Enhance your organization's image as a leader and voice for children and families

H I S T O R Y OF NATIONAL FAMILY WEEK

National Family Week was initiated in 1968 through the efforts of Sam Wiley, a teacher and administrator in Indianapolis, and his congressman, Rep. John T. Myers (R-IN), who introduced legislation in the U.S. House of Representatives. Sen. Quentin Burdick (D-ND) later joined the effort by sponsoring National Family Week legislation in the Senate.

The Alliance for Children and Families annually requests and receives National Family Week proclamations from the President of the United States and from most governors.

The Alliance for Children and Families, which has directed National Family Week efforts for more than 30 years, has a following of more than 600 organizations that participate in local efforts across the nation. The week has been sponsored by more than 40 national organizations, receives attention from national, regional, and local media, and is supported by The Annie E. Casey Foundation.



The Alliance for Children and Families has directed National Family Week efforts for more than 30 years. The Alliance is a nonprofit membership association representing child- and family-serving organizations in the United States and Canada. Member agencies provide an array of programs and services to all generations and serve close to 8 million people in more than 6,700 communities.



Alliance for Children and Families

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National Family Week
is supported by The
Annie E. Casey Foundation

**NATIONAL
FAMILY
WEEK**

Connections Count

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