



Dear Donor,

This letter is a formal invitation to you and your business, giving you the opportunity to provide support for Seatbelts Are For Everyone (SAFE), a teen traffic safety initiative designed to prevent serious injury and save lives in your community. Students from your local high school(s) have developed strategies based on the 4 E's (education, enforcement, empowerment, and evaluation). The SAFE team has set the goal of improving their individual school's seatbelt usage rates by implementing the following strategies:

1. Law Enforcement, school administrators, safety advocates and students partner to educate students on seatbelt use.
2. Student leaders survey student seatbelt use in and around their schools.
3. Students learn of the seatbelt use rate at their school. If more than one school in your county participates in the SAFE program, it can be run in a competition format.
4. Student leaders meet to develop a strategy to encourage all students and community members to wear their seatbelts.
5. The SAFE team reaches out to every student each month with a safety message.
6. Each month all students will be given the opportunity to sign a pledge card pledging to wear their seatbelt at all times.
7. Utilizing the signed pledge cards, a monthly drawing is held, awarding the winners a suggested \$25 VISA gift card. Winners' names will be announced in the school newsletter along with a safety message each month.
8. Enforcement will be part of the program. Kansas Occupant Protection laws are an integral part of the educational campaign and will be enforced.
9. If implementing the competition scenario, the school with the highest compliance rate and the school that increases their seatbelt compliance the most will be awarded a grand prize at the end of the program.
10. The teens and their schools will receive media attention celebrating the success of the SAFE program and to promote occupant protection practices.
11. This SAFE program is student-driven and is supported by the community, emergency personnel, safety advocates and local businesses.
12. This program targets the unrestrained person and when successful will increase teen and community's seatbelt usage and save lives.
13. Traffic Safety messages other than seatbelt usage may be used in the educational campaign.

Platinum Level
\$1000+

- Name included in all media materials and releases
- Invitations to all events
- Poster displayed in business designating support

Gold Level
\$500-\$1000

- Invitations to all events
- Poster displayed in business designating support

Silver Level
\$100- \$500

- Dollars will be put toward Visa cards
- Poster displayed in business designating support

Bronze Level
\$100 or below

- Dollars will be put toward Visa cards
- Poster displayed in business designating support

Name	
Address	
City/Zip	
Phone	
Email	
Sponsorship Level	

DCCCA is a tax-exempt organization and your donation qualifies as a tax deduction should you care to take it.

To do this, please make checks payable to DCCCA.