



# School Playbook

**"Miles for Hope"** is an awareness and fundraising event to support the work of the National Center for Missing & Exploited Children. **Join us this September**, to help raise funds while biking, running, walking, skating, swimming, kayaking, even skipping! How you get those miles is completely up to you!

School and student involvement are a valuable component of "Miles for Hope." Participating in the event is an excellent way to focus on both physical fitness and personal & internet safety with your school community.

## JOIN & GET ACTIVE!

- ➔ **Encourage** the school community to get involved. Create a school team and invite teachers, staff and families to sign up.
- ➔ **Engage** your students in a fundraising competition! Even if you can't get out and log miles you can start a friendly competition to see which classroom can raise the most for the cause.
- ➔ **Host** a staff kickball game and sell tickets to benefit the cause
- ➔ Does your school/district host a 50/50 raffle during home football games? **Pick** one game where 50% of the proceeds are donated to your school fundraising efforts for Miles for Hope!

## EDUCATE

- ➔ **Take time** throughout the month of September to reinforce safety with your students. NCMEC offers free resources for educators, including lessons, discussion guides, videos and more.

[MissingKids.org/NetSmartz](https://MissingKids.org/NetSmartz)

- ➔ **Share** safety messages in class quickly and easily with Tips of the Day.

## RAISE AWARENESS

- ➔ **Invite** students to share one safety tip each day over the morning announcements
- ➔ **Download** posters of local missing children and display them around the school campus.

## GET SOCIAL

**Post** to your school and district social media accounts letting us know how your school is getting involved! Be sure to tag us at **@missingkids** and to use the following hashtags:

**#HOPE #MakingChildrenSafer #MilesForHope2021 #NeverStop #RFMC2021**