

THE RIDE  
FOR MISSING CHILDREN



Friday,  
May 19, 2017

THE AWARENESS  
CONTINUES...

# The Ride for Missing Children – 2017

## Social Media/Marketing for Rest Stop Schools

Thank you for participating in the Rochester Ride for Missing Children as a Rest Stop School. Social media can be a powerful way to show your school's excitement for the event and to share with your followers. Below are some suggested posts you can use on your social media platforms, websites and newsletters to help promote your involvement in the event.

**Be sure to tag NCMEC/NY on Facebook: /missingkidsNY and Twitter: @missingkidsROC**

### Sample Social Media Posts

#### Before the Ride for Missing Children:

“(Name of School) is looking forward to hosting a rest stop for the #RideforMissingChildren to benefit (Tag NCMEC/NY) on Friday May 19, 2017. [www.ride.missingkids.org/rochester](http://www.ride.missingkids.org/rochester)”

“We want to keep our children safer! That’s why (Name of School) supports the #RideforMissingChildren to benefit (tag NCMEC/NY) [www.ride.missingkids.org/rochester](http://www.ride.missingkids.org/rochester)”

“Our school uses @KidSmartz and @NetSmartzWorkshop to teach students how to be safer at home, school, in the neighborhood and online. That is why we are proud to support the #RideforMissingChildren on May 19 to benefit (Tag NCMEC/NY).” (post pic of teacher using KidSmartz or NetSmartz in the classroom or of a NCMEC/NY educator visiting your school.)

“Our riders are looking forward to pedaling 100 miles on May 19th for the #RideforMissingChildren to benefit (Tag NCMEC/NY). (post pic of teachers/parents who will ride for the school.) [www.ride.missingkids.org/rochester](http://www.ride.missingkids.org/rochester)”

“Today an educator from (Tag NCMEC/NY) visited our school with a pep rally to prepare our school for the May 19th #RideforMissingChildren and to share important safety messages with the students.” (include photo from the assembly and share web links to Netsmartz.org and Kidsmartz.org.)

#### On Ride Day:

“Today (Name of School) hosted and cheered on the #RideforMissingChildren to benefit (tag NCMEC/NY).” (include pics from the rest stop).

“Today Riders from our school are pedaling 100 miles around Monroe County to raise funds and awareness for (Tag NCMEC/NY) to help keep our students and the children in our community safer. [www.missingkids.org/NewYork](http://www.missingkids.org/NewYork)” (post pic of riders)

“Do your part in honor of today’s #RideforMissingChildren: share a poster of a missing child, talk to your kids about safety, or make a donation to (tag NCMEC/NY). [www.missingkids.org/NewYork](http://www.missingkids.org/NewYork)”

#### Following the Event:

“Our school raised \$xxx to help our Riders(s) meet their fundraising goals for the #RideforMissingChildren to benefit (tag NCMEC/NY). Much thanks to all who donated for this very important cause that impacts our school community. [www.missingkids.org/NewYork](http://www.missingkids.org/NewYork).”

“Way to go #RideforMissingChildren for a successful day of awareness for (Tag NCMEC/NY). [www.missingkids.org/NewYork](http://www.missingkids.org/NewYork)” (post pics from the rest stop)

“Our students learned about staying safer online and in the real world with (tag NCMEC/NY) #RideforMissingChildren. (gather and include student quotes)

“Riders from our school participated in the (tag NCMEC/NY) #RideforMissingChildren. This is what they had to say about the day: (gather and include rider quotes).

## **Sample Newsletter Article:**

(Name of school) is “gearing” up to host the Ride for Missing Children on Friday, May 19th. This is a very exciting event! Over 300 riders will pedal 100 miles, two-by-two, with police escort from the Monroe County Sherriff’s Department and other departments, passing through many communities along the way.

The Ride for Missing Children is an awareness and fundraising event for the local office of the National Center for Missing & Exploited Children, NY (NCMEC/NY). Riders commit to meet fundraising goals, to train, and to ride. The goal is to honor and bring awareness to the plight of missing children and to help support the prevention education efforts of the NCMEC/NY office that serves schools, including our own, in the Greater Rochester area. We are proud to have some of our own brave folks riding on behalf of our school. They are: (list rider names, add pics). Anyone wanting to help them reach their fundraising goal can visit their team page to make a donation at: (insert link to team or rider pagers)

One hundred miles is a long way to go and the riders are going to need periodic rest. That’s why we are proud to be selected as a Ride Rest Stop School. Students and staff will make their way outside to greet the riders as they arrive to our school. The riders will be onsite for 20 minutes (25 minutes for the lunch stop) to hydrate, refuel, and hand out pencils to the students. For the students, this is a high energy event. They will be led by NCMEC/NY staff and volunteers in cheering on the riders as they arrive and depart. In between there will be music that will reinforce safety messages and a special visit from Clicky, the NetSmartz Internet Safety spokes-robot. NetSmartz is a program of NCMEC/NY and teaches kids how to be safer online.

Prior to the event day, a NCMEC/NY educator will visit for a Ride Pep Rally to prepare the students for what to expect during the rest stop, what the Ride is all about and to learn tips and strategies to keep them safer.

To learn more about the event or to register to ride please visit:  
[www.ride.missingkids.org/Rohester](http://www.ride.missingkids.org/Rohester)  
(Can also include links to NCMEC/NY’s resources listed below)

### Additional Hashtags:

#RideforMissingChildren  
#RochesterRide  
#RFMCroc  
#RFMC

### Important web links:

[www.Ride.missingkids.org/Rochester](http://www.Ride.missingkids.org/Rochester)—Event info and link to registration  
[www.missingkids.org/NewYork](http://www.missingkids.org/NewYork)—learn more about the New York Branch  
[www.netsmartz.org](http://www.netsmartz.org)— NCMEC Internet safety resources  
[www.kidsmartz.org](http://www.kidsmartz.org)—NCMEC abduction preventions resources  
[www.cybertipline.org](http://www.cybertipline.org)—NCMEC’s 911 for the Internet

### Important phone numbers:

1-800-THE-LOST (1-800-843-5678) - NCMEC’s National Hotline to report a children missing or to report a cybertip.

585-242-0900—to reach the NCMEC/NY office in Rochester, NY to access resources and schedule prevention programs.