

the brain game

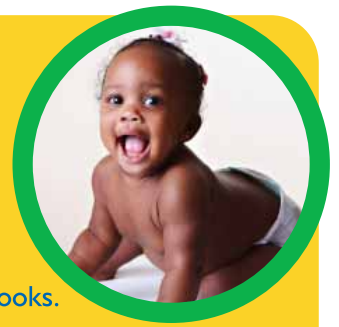
The Right Community Service Project for you

The Brain Game™ is a turn-key community service project for any organization interested in a tangible project that supports families and prevents child abuse and neglect. The Brain Game™ gives groups unlimited potential to partner with family serving agencies to enhance existing local programs. The support materials have already been completed – your group simply needs to order the materials and then determine how best to share them with your community.



Successful ways to implement the project

- Consider partnering with a medical clinic, medical foundation, family resource center, child care resource and referral or other institutions that regularly deal with infants and/or pregnant women. These organizations often act as a primary distributor of the Brain Game™ books.
- Consider purchasing the Brain Game™ books as an organization and distributing them to the relevant group or groups of your choice (groups have purchased books in quantities of 50, 100, 200 and upwards of 1,000).
- Determine the number of new births in your community in one year and order books accordingly (in La Crosse, the medical clinics have dedicated themselves to insuring that every new family goes home with a copy of the Brain Game™).
- Identify whether books are needed in English, Spanish or both.
- Consider using the Brain Game™ to support the new early childhood initiatives underway through local, state and federal governments.
- Consider using the books to promote April's Child Abuse Prevention Month.
- Determine what types of supporting materials you would like to include in the book's back pocket – groups have used brochures, stickers and/or literature supporting efforts such as fund raisers, immunization requirements, child seat safety checks, SIDS prevention, local resources for families and more.
- Order the Brain Game™ by contacting the Rotary Club of La Crosse:



Rotary Club of La Crosse
PO Box 1914
La Crosse, WI 54602-1914
www.rotarycluboflacrosse.org
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