

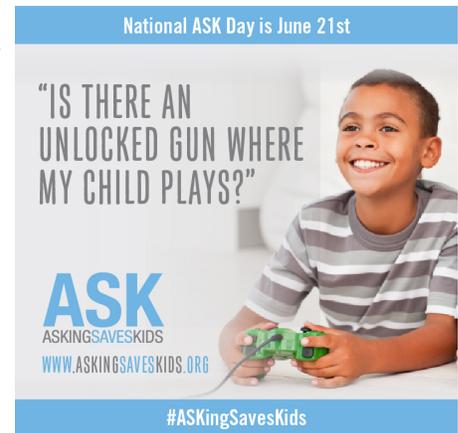
What is ASK? The ASK Campaign promotes a simple idea with the potential to help keep kids safe. It encourages parents to ask if there are unlocked guns in the homes where their children play.

What is ASK Day? ASK Day is celebrated annually on the first day of summer, marking a season when kids typically spend more time at the homes of friends and other family members. This year ASK Day falls on Sunday, June 21st.

How can my organization get involved? Help us share this important and life-saving message to your network of colleagues, partners and community members.

- Include ASK Day in your next newsletter
- Send an email blast
- Promote ASK Day on social media
- Follow us on social media: [@bradybuzz](#) and [Facebook](#)

Below is sample language to help with your outreach. You can include the image shown by downloading it at this [link](#).



1) Newsletter: *Include ASK Day in your organization's newsletter.*

June 21st is National ASK (Asking Saves Kids) Day. ASK is an awareness campaign that promotes a simple idea with the potential to keep kids safe and prevent youth gun deaths and injuries. ASK encourages parents to ask one simple question: "Is there an unlocked gun where my child plays?"

Visit askingsaveskids.org/Pledge to take the ASK Pledge and explore other helpful resources to raise awareness of this life-saving issue.

2) Email Blast: *Send an email to your supporters letting them know about ASK Day and how they can get involved.*

June 21st is National ASK (Asking Saves Kids) Day. ASK is an awareness campaign that promotes a simple idea with the potential to keep kids safe and prevent youth gun deaths and injuries. It encourages parents to ask if there are unlocked guns in the homes where their children play, visit or receive care.

Every parent cares about their child's safety, and asks all sorts of health and safety questions before their children visit other homes - such as conversations about supervision or allergies. ASK simply encourages parents to add one more question to this conversation.

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Nearly 1.7 million children in America live in a home with a loaded, unlocked gun and every year, thousands of kids are killed and injured as a result. ASK allows parents to play an active role in keeping kids safe.

What Can I Do? You can play an important role in preventing youth gun deaths and injuries. There are many ways to get involved with ASK:

- Talk about ASKing with your neighbors, family members, coworkers and friends;
- Encourage your school district to send out a letter about ASK ([sample language](#));
- Include information about ASK in any communications you manage ([sample language](#));
- Visit the ASK Campaign [website](#); or
- Share ASK via your social media outlets.

Finally, if you are a parent, guardian or relative of a young child, pledge to start ASKing at askingsaveskids.org/Pledge.

3) Social Media: Use the sample posts and tweets below to spread the ASK message on Facebook and Twitter. Make sure to download the ASK graphic above at this [link](#) and use #ASKingSavesKids and www.askingsaveskids.org.

Sample Facebook Post 1: 1 of 3 homes with children has a gun. Parents, don't be afraid to ask, "Is there an unlocked gun where my child plays?" It's about keeping kids safe. #ASKingSavesKids

Sample Facebook Post 2: Summer is a season when kids typically spend more time at the homes of friends and other family members. The first day of summer, June 21, is National ASK (Asking Saves Kids) Day. The ASK Campaign encourages parents to ask, "Is there an unlocked gun where my child plays?" to prevent youth gun deaths and injuries. #ASKingSavesKids

Sample Twitter Post 1: June 21 is Nat'l ASK Day. Pledge to ASK if there is an unlocked gun where your child visits or plays #ASKingSavesKids

Sample Twitter Post 2: Nearly 1.7mil children live with an unlocked gun. Is there an unlocked gun where your child plays? #ASKingSavesKids

Visit www.askingsaveskids.org for more resources and ways to get involved with ASK. You can spread awareness about ASK through any method you use to reach your network of colleagues, partners and community members.