



**CHILD ABUSE NETWORK
MICROFUNDRAISING CAMPAIGN**

April is National Child Abuse Prevention Month, and in 2019 it also hosted CAN's two largest fundraising events. Capitalizing on the national and local attention, Kazoo helped CAN launch a microfundraising campaign through Facebook. The goal was to engage community leaders by utilizing the superhero theme already employed by CAN's two biggest annual events: the Superhero Soiree and Superhero Challenge. We used the power of personal story and reach of social media connections to raise more than \$3,000, and grew their Facebook audience 7% in their first ever attempt at social media microfundraising.

Child Abuse Network, Inc. is asking for donations. Published by Lisa Frein Johannsson [?] · April 19 ·

"Our superpower is protection. We protect the lives of vulnerable children; their safety is our number one priority." -- Sergeant Lamb (third from left) and the Tulsa Police Department Detective Division Child Crisis Unit

We couldn't do the work we do without our partners like Sergeant Lamb and his team who serve on the frontline working to keep the most vulnerable safe. The Child Abuse Network, Inc. is here to support them and provide hope and healing for children and their ... [See More](#)

\$315 raised for Child Abuse Network Inc
9 people donated. [Donate](#)

8,140 People Reached **825** Engagements [Boost Again](#)

Boosted on Apr 20, 2019 By Lisa Frein Johannsson Completed

People Reached	4.0K	Post Engagement	388
----------------	-------------	-----------------	------------

[View Results](#)

257 **10 Comments** **57 Shares**

[Like](#) [Comment](#) [Share](#)

Child Abuse Network, Inc. is asking for donations. Published by Lisa Frein Johannsson [?] · April 12 ·

"My super power is patience. I know life may not always follow my timeline, but the timing will always be perfect." -- Superhero Challenge Co-Chair Taheerah Salim

Our esteemed CAN Superhero Challenge Co-Chair Taheerah Salim is our next featured superhero supporting the mission of Child Abuse Network, Inc. in providing hope and healing for children and their families affected by abuse. We need your support year-round but are especially seeking it this month during National Chi... [See More](#)

\$250 raised for Child Abuse Network Inc
Taheerah Salim and 2 others donated. [Donate](#)

961 People Reached **120** Engagements [Boost Post](#)

21 **3 Shares**

[Like](#) [Comment](#) [Share](#)

Write a comment...

Child Abuse Network, Inc. Published by Lisa Frein Johannsson [?] · April 11 ·

Thank you Calvin Thomas for being a superhero for Child Abuse Network, Inc. by creating a personal fundraiser during Child Abuse Prevention Month. Every dollar raised will help us stop the hurt and start the healing by providing critical programs and resources to children and their families affected by abuse. #TogetherWeCAN #stopthehurtstartthehealing #hesasuperhero #superherochallenge #whatsyoursuperpower

Calvin's fundraiser for Child Abuse Network Inc
Fundraiser for Child Abuse Network Inc by Calvin Thomas and Irene Moore

Want to join me in supporting a good cause? I'm raising money for Child Abuse Network Inc and your contribution ... [Continue Reading](#)

\$690 left to reach \$750 goal Ended

Child Abuse Network, Inc. Published by Lisa Frein Johannsson [?] · April 11 ·

Wooahoo! Goal achieved! Thank you Terri Carlton-Hayes for raising \$100 for Child Abuse Network, Inc.! #TogetherWeCAN #stopthehurtstartthehealing #shesasuperhero #superherochallenge #whatsyoursuperpower #childabusepreventionmonth

CHILD ABUSE PREVENTION MONTH

Terri's fundraiser for Child Abuse Network Inc
Fundraiser for Child Abuse Network Inc by Terri Carlton-Hayes

I love donating to a great cause and this one actually goes to a LOCAL nonprofit that benefits children of abuse... [Continue Reading](#)

\$200 raised of \$100 Ended

6 people donated.