

Become a Digital Advocate

- **Join** KTG's Facebook Community
- **Share** your story and experiences as an Ambassador
- **Introduce** Know the Glow on other Facebook pages or platforms and make sure we're connected so we can meet more champions like you!

In Your Community

- **Introduce yourself** to local companies or stores that market to parents or cater to families with young children
 - Leave KTG material that can be placed in their cafeterias or break rooms
 - Ask if you may speak briefly at their next employee meeting
 - Ask if they'd be interested in speaking to someone at Know the Glow about a joint "awareness" campaign
 - Share your story – how did you discover that your loved one was in danger of losing his/her vision? What did you do?
- **Speaking Opportunities** – tell your story and the importance of early childhood vision screening at:
 - Local elementary and middle schools and PTAs, ask if you may speak briefly at their next meeting
 - Local service groups like the Rotary Club, Chamber of Commerce, Women's Club
 - Your workplace; is there a company newsletter?
 - An Event - Organize a night with your friends and neighbors
- **Engage** your local medical community
 - Start with your family pediatrician or optometrist
 - Talk about "the Glow" and how important it is to perform a thorough vision screening of
 - young children
 - Does he/she belong to any organizations where you could speak?
 - Would they be willing to serve as a medical advisor to your awareness campaign?

Local Media – tell your story in...

- Local newspaper feature/weekend section
- Local PBS radio station
- Local television morning program
- Tell us about your interviews on KTG's social media; include a clip or reprint of the interview, if you can
- Mention KTG in the interview or invite the reporter to contact us for more information that can help you share your story in a way that will help us find more children in time