



The Elizabeth Pettigrew Durant
CHILDREN'S CENTER
Planting A Seed of Hope in Williamsburg County



CAMPAIGN KICKOFF: JANUARY 2025

RIBBON CUTTING: APRIL 24, 2025

Purpose of Campaign: To renovate, equip, and furnish the site at *119 Hampton Avenue in Kingstree, SC*, and fund its first year of operation.

Campaign Theme: The Durant Children's Center Satellite in Kingstree, SC will '*Plant A Seed of Hope*' for children primarily in Williamsburg and surrounding counties.

MISSION

Established in 1986, Pee Dee Coalition is dedicated to the reduction of sexual assault, family violence, and child abuse and to meeting the needs of victims.

DURANT CHILDREN'S CENTER PROGRAM SERVICES

- Child-sensitive forensic interviews
- Medical evaluations
- Therapeutic intervention
- Victim advocacy and support
- Multidisciplinary case reviews
- Ongoing case tracking

In FY24, the Durant Staff conducted **40 medical exams** and **37 forensic interviews** for Williamsburg County children.

Over the **past three years**, the Durant Children's Center assisted **369 children** from Williamsburg County.

These children received services at the Durant Children's Center in either Sumter or Florence.

CAMPAIGN GOALS

FINANCIAL

\$50,000

for facility set-up, staffing & initial operations

AWARENESS

Engage community members to support the center through donations, volunteerism, and advocacy.

SERVICE

Establish a fully operational center by April 2025.

CONTACT

Ellen C. Hamilton, Executive Director

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echamilton@peedeecoalition.org



**Pee Dee Coalition
 Against Domestic and Sexual Assault
 PO Box 1351, Florence, SC 29503**



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CAMPAIGN MEDIA KIT

CAMPAIGN KICKOFF: JANUARY 2025

RIBBON CUTTING: APRIL 24TH 2025

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Campaign Theme: The Durant Children's Center Satellite in Kingstree will 'Plant A Seed of Hope' for children primarily in the Third Judicial Circuit.

MISSION

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MEDIA CONTACT:

Jordan Rainey, Marketing Communications

Media@peedeecoalition.org



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CAMPAIGN KEY MESSAGES

to Children and Families:

"Every child deserves a safe place to heal. With your support, we can plant a seed of hope in Williamsburg County."

"Durant Children's Center. The House Where Healing Begins."

to The Community:

"Pee Dee coalition is dedicated to the reduction of sexual assault, domestic violence, and child abuse and to the needs of victims. Pee Dee Coalition's efforts in its entirety will create a safer, more compassionate community."

to Donors:

"Your contribution helps plant a seed of hope for children in Williamsburg County and beyond."

"Join us in opening the doors to Williamsburg County's Durant Children's Center. The House Where Healing Begins."

For the New Facility:

"The new Durant Children's Center in Kingstree will offer a safe, child-friendly space where children can heal from trauma. Located conveniently next to DSS."



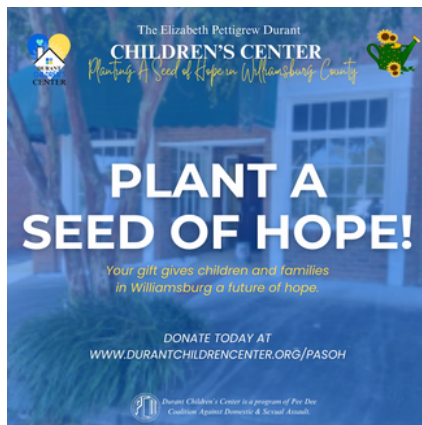
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SOCIAL MEDIA GRAPHICS



JOIN THE DISCUSSION:

#PLANTINGASEEDOFHOPE #PASOH #DCC #PDC #DURANTCHILDRENCENTER #PLANTASEEDOFHOPE

CLICK HERE TO DOWNLOAD GRAPHICS



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SOCIAL MEDIA CAPTIONS & SUPPORTIVE MESSAGING EXAMPLES

"I am planting a seed of hope in Williamsburg County by supporting the new Durant Children's Center in Kingstree. Together, we can give children in Williamsburg county a safe place to heal and thrive. #PlantASeedOfHope #HealingBegins"

"I've planted my seed of hope for children in Kingstree! Every child deserves a safe space to heal, and I'm proud to support Durant Children's Center. Join me in planting a seed of hope! #PlantASeedOfHope"

"Hope is growing in Williamsburg County! The new Durant Children's Center will be a house of healing for children and families. I'm honored to support this incredible cause. #PlantASeedOfHope #TheHouseWhereHealingBegins"

"Today, I planted a seed of hope. Will you? Together, we can open the doors to healing for children in Kingstree by supporting Durant Children's Center. Every seed provides a child hope. #HealingBegins #PlantASeedOfHope"

"Children impacted by abuse deserve safety, healing, and hope. I'm supporting Durant Children's Center, the house where healing begins. Join me in planting seeds of hope for the future! #TheHouseWhereHealingBegins"

"As someone who believes every child deserves a safe space to heal, I'm proud to support Durant Children's Center in Kingstree. Together, we can make healing possible for a child or family in need. #PlantASeedOfHope #HealingBegins"

"Healing begins with hope. I'm helping to plant seeds of healing and safety by supporting the new Durant Children's Center in Williamsburg County. Will you join me? #PlantASeedOfHope"

JOIN THE DISCUSSION:

#PLANTASEEDOFHOPE #PASOH #DCC #PDC #DURANTCHILDRENCENTER



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MONTH-BY-MONTH MARKETING TIMELINE

PR GOAL: Raise awareness, establish credibility & trust, attract donors & supporters, engage the community, advocate for broader issues

JANUARY: CAMPAIGN KICKOFF

Key Activities:

- Press release announcing campaign launch and fundraising goal
- Social media launch with #PlantASeedOfHope, #DCC, #PDC, #PASOH
- Sharing the Durant Children's Center's mission and the importance of the new Kingstree center

Message Focus:

Introduction to Durant Children's Center and the Kingstree center, highlighting the need for community support and donations.

FEBRUARY: BUILDING AWARENESS/ STORYTELLING

Key Activities:

- Follow-up on media outreach, and pitch stories for staff/committee features
- Continue social media promotion with calls to action (donations and volunteer opportunities)

Message Focus:

Educating the public on the impact of Durant Children's Center and raising awareness about child abuse prevention

MARCH: ENGAGING WITH DONORS/PROGRESS UPDATES

Key Activities:

- Publicizing major donors and their contributions via social media and press
- Revealing transformation, work-in-progress pictures at the Kingstree center
- Fundraising push for current campaign standing

Message Focus:

Encouraging donations and expressing gratitude for the community's support in 'planting a seed of hope'.

APRIL: GRAND OPENING & CHILD ABUSE AWARENESS MONTH

Key Activities:

- Grand opening event on April 24th, 2025, and confirm media coverage
- Social media and press releases celebrating the opening and thanking donors & supporters
- Final fundraising push with a strong call to action

Message Focus:

Celebration of the Kingstree center opening, acknowledging the impactful role of donors, and encouraging continued support.

Outreach to: Local Media (Florence, Sumter, Kingstree), Digital & Social Media, Niche Media (HR Dept., Chamber Newsletter, Social, Etc.)