



Fall 2007

To: All D.A.R.E. America Regional Directors, State Coordinators, State Presidents, D.A.R.E. Officers, Quantum (Child Safety ID) Personnel, and FW-1 (Car Wax) Personnel

From: D.A.R.E. America

RE: Guidelines

Quantum Distributors: Pre-Coordination

- Go and meet personally with D.A.R.E. Supervisor and D.A.R.E. Officer-instructors at both city/county if they have a D.A.R.E. Program.
- If No D.A.R.E. Program meet with Community Initiative - Crime Prevention Supervisors.
- Explain to them what you are doing - Be very Up-Front.
- Determine with them delivery of toys to law enforcement agency.
- Explain Quantum will make donation to local community-based D.A.R.E. or Crime Prevention program.
- Make sure they know you will be there for one (1) week Monday through Saturday.
- Provide them with times, dates and locations a minimum of 2-week in advance. **Note** in your law enforcement coordination log.
- Keep your D.A.R.E. city/county coordinators informed (Work as a TEAM).
- Check to see if city/county requires a permit before setting-up display.

Quantum Sales Personnel

- Shirt with collar and nice dress slacks or dress or pant suit.
- **No smoking** any where near display (Same with eating or drinking)
- Be professional (Be careful of joking with people you do not know).
- No on-site training (or interviews of potential employees) without direct supervision by office manager or designated senior employee.
- Everyone wears a distributor identification badge.
- Polite - courteous and respectful combined with TRUTH will open a lot of doors for you.
- Why are you here and doing this? **Standard answer:** "I am trying to help educate and save children from the harmful effects of drugs by supporting the nationally acclaimed drug prevention program D.A.R.E. (Drug Abuse Resistance Education) Program, D.A.R.E. America and local community-based D.A.R.E. or Crime Prevention Programs. A portion of Quantum's sales supports D.A.R.E. America (the national program) and the local community-based D.A.R.E. or crime prevention program. Our local law enforcement point-of-contact is _____ and his number is _____ please call him/her because we are legitimate and are making a difference help your local children. Please let me show you what great values we have today and allow you to help by making a purchase".
- Once anyone makes a purchase please say "Thank you for helping to make a difference in a child's life by your purchase."
- If you have **FREE** child safety ID kits, then **keep them free** and do not charge public for them.

What Does D.A.R.E. America do for local D.A.R.E.?

- Provides the D.A.R.E. Planners and workbooks at a substantially reduced cost to local community D.A.R.E. Programs. A 36-page color D.A.R.E. planner or workbook for only \$.89 per copy.
- Provides funding to off-set cost to print D.A.R.E. Planners/Workbooks in Spanish.
- Provides funding for Training at annual National Training Conference for all officers.
- Provides funding for Regional and State Coordinators & Presidents Meetings.
- Provides funding support to local states hosting national conference.
- Provides funding for curricula evaluations - studies and up-dates.
- Provides funding for research and development for new curriculums (Bullying - Gangs - Meth - Etc.)
- Provides funding for D.A.R.E. Officer Trainings (DOT) upon request.
- Provides funding to support local programs upon request and justifiable need.
- Provides funding for start-up D.A.R.E. Dance community programs.
- Provides "FREE" starter kit for all new D.A.R.E. Officers to include workbooks and planners for one year.
- Provides clothing and toys during catastrophic events such as hurricane relief, etc. Provides other community services and support based on needs.
- Provides D.A.R.E. America scholarship to former D.A.R.E. students annually. **D.A.R.E. America** does a lot for local communities throughout the United States. These Quantum toy programs and FW-1 (Car Wax) fundraising programs are two of many new initiatives designed to reach out and help children within local communities.
- The D.A.R.E. Program can only be delivered by certified law enforcement officers as is a nationally recognized law enforcement drug prevention initiative. It compliments the Homeland Defense Initiative by providing law enforcement officers into our public schools as D.A.R.E. Officer-instructors as well as trained School Resource Officers and Safety Officers to help keep our children safe from not only drugs but acts of terrorism and violence as well.

Benefit to Local law enforcement Agencies:

- Local community-based D.A.R.E. Program receives **\$100.00** per location guaranteed for every FW-1 (Car Wax) location they help secure.
- Local community-based D.A.R.E. Program receives **\$100.00** per location guaranteed for every Quantum (Child Safety ID)location they help secure.
- Receives toys that are purchased and donated back to the supporting law enforcement agency that can use during Christmas or other times of catastrophic insurgences such as flood or hurricane victims, again from events the local D.A.R.E. Officer helps to set up.
- Substantial community relations - public relations recognition for supporting law enforcement agency.
- Helping to support other cities/counties that do have D.A.R.E. community programs.
- If a city or county agency decides to re-constitute or start a D.A.R.E. program with the "NEW D.A.R.E." curriculums - their city/county can get financial help.
- The focus here is our "**CHILDREN**" and doing the right things for the right reasons.
- In most cases, the majority of the Quantum Sales Force personnel are former D.A.R.E. graduates and by you allowing them to work in your city/county you are helping young people succeed while they are earning an honest living as young entrepreneurs and while staying tobacco, alcohol, drug and violence free.