



Restore Smiles.
Prevent Decay.



DENTAL HYGIENE MONTH CAMPAIGN:

**My Smile Matters
Sponsor Benefits**

FY2024 (July 1, 2023-June 30, 2024)

We Can Prevent Suffering.

Although it is largely preventable, tooth decay is the #1 chronic childhood disease in the U.S. It's an inconvenience for most families, but for many kids, essential treatment is out of reach. They live with daily pain and can't sleep. They miss school. Even eating hurts. They lose teeth and are embarrassed to smile. Even worse, they risk dangerous infections that can be deadly.



WE BELIEVE EVERY CHILD DESERVES A HEALTHY SMILE.

As a resource provider, America's ToothFairy increases access to oral health care by supporting nonprofit clinics and community partners delivering education, prevention and treatment services for underserved children.



We provide funding, products and equipment to repair broken smiles, and community education tools to help foster healthy habits to last a lifetime.

- Since 2006, more than 10 million children and caregivers have received oral health services through the programs and clinics we support.
- Thanks to our donors, we have distributed more than \$23 million in financial support and resources to our nationwide network of nonprofit dental clinics and community partners that serve children living with financial hardships.



We help prevent decay with awareness initiatives and educational tools that reach families where they live, learn, work and play.

- Each year more than 500,000 kids and their caregivers learn about oral health.
- To date more than 2.3 million oral hygiene products have been distributed to kids in need across the country.

Learn how our donors are making a difference at AmericasToothFairy.org/impact.

BE A PART OF OUR BIGGEST AWARENESS CAMPAIGN EVER!

Our 2022 My Smile Matters campaign was big. 2023 will be bigger! Throughout the month of October, we'll be promoting why smiles matter for overall good health and success in life, and the value dental hygienists bring to the health of children.

Education is the first step to prevent tooth decay in children.

Children who develop healthy dental hygiene habits perform better at school, have higher self-esteem, and enjoy more opportunities for success as adults. Through the My Smile Matters campaign, community educators and dental professionals can access free resources to help families learn the importance of growing up with a healthy smile.

The My Smile Matters Dental Hygiene Month campaign includes:



MYSMILEMATTERS.ORG

Online campaign page includes free resources, downloadable educational materials, a social media kit, fun ways to get involved, and maybe a contest or two!



PRINT ADS

Ads will run in major dental publications in September and October to encourage participation from dental professionals—especially dental hygienists.



SOCIAL MEDIA BLITZ

In addition to promoting the campaign, participants will be encouraged to download our kit to fill their feeds with awareness posts during the month of October.



WORLD SMILE DAY T-SHIRT

Participants can purchase campaign shirts to wear on World Smile Day, October 6th, and promote the importance of good oral health.



MY SMILE MATTERS CHALLENGE

Our fun peer-2-peer fundraising challenge will support the provision of toothbrushes and oral health education for kids.



RDH RECOGNITION

We'll celebrate outstanding hygienists who serve kids in marginalized communities and the important role hygienists play in our health.

CONTEST OPPORTUNITIES

Contests drive engagement and provide a unique chance to promote your support! Ask us about opportunities to be the exclusive sponsor of special contests run during this fun campaign.

JOIN OUR CAMPAIGN TO PROMOTE HEALTHY SMILES.

By supporting our Dental Hygiene Month campaign during the month of October, you'll play an essential role in increasing awareness of the importance of a healthy smile and champion the contribution dental hygienists provide to the dental industry and to our health and well-being.

Upon completion of your donation, your organization will receive these sponsorship benefits:

MY SMILE MATTERS DENTAL HYGIENE MONTH SPONSOR BENEFITS (BASED ON LEVEL OF CONTRIBUTION)	\$2,500	\$5,000	\$10,000 Executive Donor
Acknowledgment in our digital Annual Report (displayed online for 12 months.)	●	●	●
Sponsorship recognition on social media platforms: Twitter, Facebook, Instagram & LinkedIn	●	●	●
Recognition in campaign emails to our network of dental professional contacts	●	●	●
Corporate logo featured on campaign website: MySmileMatters.org (displayed online for 12 months.)		●	●
Acknowledgment in impact story on AmericasToothFairy.org (displayed online indefinitely.)		●	●
Corporate logo with link to company website featured on AmericasToothFairy.org (displayed until June 30, 2023.)			●
Press release recognizing your support distributed to dental media publications.			●
Acknowledgment in at least one (1) print ad in a major dental publication.*			●

*Payment must be received by 8/5 in order to appear in September ad and by 9/5 in order to appear in October ad.

OUR AUDIENCES ARE UNIQUELY TARGETED AND HIGHLY-ENGAGED.

Our mission appeals both to dental professionals as well as parents and educators. That's why we go to great lengths to target these distinct audiences differently. The result is engagement that ranks higher than an average campaign.



SOCIAL MEDIA: Our content on Facebook, Instagram and Twitter reaches hundreds of thousands of highly-engaged people each year. Our engagement rate on Facebook is 83X higher than average, 1 ½X higher than average on Instagram, and 74X higher than average on Twitter.



PUBLICITY: Our press releases are regularly published online by publications including *The Dental Tribune*, *Inside Dentistry*, *Dentistry Today*, *DentalTown* and the AEGIS Dental Network. We also contribute to oral health special sections in MediaPlanet and USA Today.

In addition, our awareness campaigns regularly run in dental publications including *Dental Products Report*, *RDH Magazine*, *Dentistry Today*, *Dental Entrepreneur Woman* and *Dental Entrepreneur*. Each year we receive an average of more than \$500,000 in donated advertising space.



EMAIL: Our e-newsletters are sent to targeted groups of dental professionals, educators and parents with content that is relevant to them. The results are open rates that are 7% higher and click rates that are 47% higher than the best-performing industries.

Together...

we can restore smiles and prevent decay. We look forward to partnering with you to help kids in underserved communities have healthy smiles and a brighter future! To get more information about partnering with America's ToothFairy, call us today at 704-350-1600.

...because every child deserves a healthy smile.®

