



# NEWSLETTER

## #MYSPECIALWORD IS "EFFECTIVE"

EFFECTIVE IS THE POWER TO PRODUCE YOUR GOOD WORK

The power to do your good work rests on our ability to reach kids, to attract quality partners with a common mission and to broadcast the value of our "why". This newsletter highlights ways we are amplifying all of those efforts so that our work creates the change you want to see.



### CONTEST WINS

There were so many wins from our Essay and Video Contest. More kids empowered with their special word. More intentional conversations about the power of positive words between kids and the adults that love and support them. More kids committed to change their words, conversations and behaviors. Results like these make us proud.



### CELEBRATE KIDS

It's a one of a kind experience for kids. A celebration dedicated to making kids feel amazing and one that empowers them with their own special word.

Join us to support kids at this fun family-friendly celebration on Sunday, Sept. 8, 9am - 11am at Hannah Park in Gahanna, Ohio. [Details and sign up at: https://bit.ly/2LLMkdl](https://bit.ly/2LLMkdl).



### VIEWS ROCKET

We have moved our social media followers from single digits to triple digits with the design talent of Emily Meade. This means many more people and organizations are aware of the impact and value of your good work. Meet Emily our awesome graphic designer. Her special word is thoughtful. It is important to her to help others and to go that extra mile.



## WORDS INSPIRE US

### FUELING US TO DO MORE OF YOUR GOOD

"My special word is "try". This word is an important part of my life because it reminds me to keep going and always try your best. I have a disability that makes me walk differently and sometimes it gets really' hard. The word try reminds me that you should never give up even in the hardest of times....Imagine a world where try didn't exist....Many medicines would not have been invented because no one would try...."

—Brianna B., Ohio, 1st Place winner, 2019 Essay and Video Contest

"....I'm an embracer. I looked up embrace and it means to accept something willingly and enthusiastically and I think if everyone became an embracer our world would be a whole lot better....I embrace how lucky I am to have a new day to experience new things...."

—Kaylee C., Australia, 2nd Place winner, 2019 Essay and Video Contest

"My Special word is friendly because I make friends easily and I'm welcoming and pleasant toward others and being friendly makes you and everyone else happier...."

—Paris D., Ohio, 3rd Place winner, 2019 MSW Essay and Video contest

"Our most meaningful and memorable moment was hearing the kids talk about their word and what it means to them."

—Matt R., Ohio, Jersey Church

## OUR NEW OFFERINGS

2019 is so much different from 2016 at My Special Word.

We do more than distribute books. We know our sweet spot. We have a strategic plan that guides us to do your work more effectively and efficiently. Equally important, we now have a way to communicate our value to kids and the organizations and adults that love and support them.

Do you still see us as we were in 2016? Change your view.

[Download our new brochure of exceptional offerings.](#)

## EMPATICO, TECHNOLOGY EXPERT, SAYS "WE'RE IN"

**OCTOBER 24, KIDS ACROSS THE WORLD AGES 6 TO 11 JOIN IN SETTING RECORD**

Empatico, a virtual exchange platform, has partnered with us to offer their technology and an adapted version of My Special Word to help connect over 400 groups of 6-11 year olds. That is connecting more than 8,000 kids!

