

# BOTL SCHOOL TRANSPORTATION OUTREACH KIT: HOW TO INTRODUCE BOTL TO YOUR SCHOOL DISTRICT

One way you can help in the fight against human trafficking is by making sure that decision-makers at your local school district are aware of the free, industry-specific materials that Busing on the Lookout (BOTL) has available for school transportation. School bus drivers are uniquely positioned to recognize signs of exploitation and/or grooming in the children they transport each day, which is why BOTL created its School Transportation Training Video and companion materials.

Everyone has at least one school in their community. By sharing our training materials with the appropriate school contacts in your area, you are helping BOTL expand its reach and grow the mobile army of transportation professionals across the continent empowered to combat human trafficking.

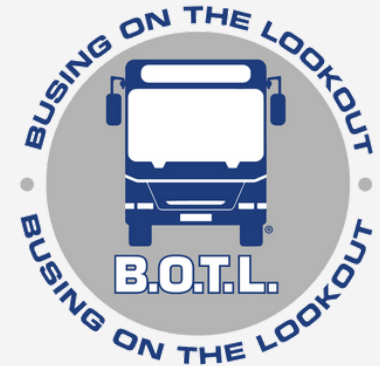
## MATERIALS NEEDED:

For each contact, you will need:

- 1 [BOTL School Transportation Letter](http://bit.ly/BOTL_STletter), personalized with your information ([http://bit.ly/BOTL\\_STletter](http://bit.ly/BOTL_STletter)).
- 1 [BOTL School Transportation Flyer](http://bit.ly/BOTL_STflyer) ([http://bit.ly/BOTL\\_STflyer](http://bit.ly/BOTL_STflyer)).
- If mailing paper copies, 1 envelope and 1 stamp.

## FOLLOW THESE SIMPLE STEPS:

1. **Research school district contacts.** Identify the proper contact(s) within your school or district. These will likely be leaders in the Transportation Department: Transportation Supervisor, Transportation Director, Safety & Training Manager, etc. If you cannot locate information on your transportation department, consider contacting the Principal, Superintendent, or general school address.
2. **Prepare your materials.** There are two documents linked in this kit. The first is a [School Transportation Letter](#) introducing BOTL's school transportation program and how your school district can get involved. The second is the [BOTL School Transportation Flyer](#) that you can enclose or attach to the letter. First, decide whether you will send your information via email or snail mail. Then, prepare your materials:
  - **Via e-mail:** Personalize the School Transportation Letter Template, then copy and paste into an email. Attach the School Transportation Flyer.
  - **Via mail:** Personalize the School Transportation Letter Template, then print and sign. Print a copy of the School Transportation Flyer. Put the letter and flyer together in an envelope. Address, stamp and seal.
3. **Send!** Hit send on your email or drop the envelope in the mail.
4. **Follow up.** As an extra push, consider calling your contact about a week after sending your email or letter to confirm they received it. Let them know they can get more information or request materials by emailing [info@truckersagainsttrafficking.org](mailto:info@truckersagainsttrafficking.org).



**THANK YOU FOR DOING YOUR PART TO COMBAT HUMAN TRAFFICKING!**