**What is the Minnesota Toward Zero Deaths**

**Valentine’s Day Campaign Toolkit?**

Minnesota TZD recognizes that conversations and sharing of traffic safety messages are some of our biggest tools to preventing fatal and serious injury crashes on our roadways. Our goal is to share a consistent, positive and meaningful message statewide that brings together community in a way that highlights the importance of safe driving behaviors. We believe there is no better day to share a caring message than on Valentine’s Day.

Please join us Valentine’s Day to spread our message of driving safe for the ones we love. To assist you with this endeavor, here are [campaign communication tools](https://www.minnesotatzd.org/resources/education) ready to adapt and use both on Valentine’s Day, and during the week, of:

* **An employee email template**

Look for this email to come out on Valentine’s Day. Adapt the greeting and closing and send out to your distribution lists.

* **School announcement**

Share some Valentine’s Day love in your school announcement!

* **Sample social media posts**

Use the animated GIF, along with any images provided on your social media platforms.

* **School coloring project**

Connect with your local elementary and or daycare centers to kick off a coloring project or contest. Post the finished artwork on social media, in the newspaper or around town in any businesses willing to participate.

* **“I think we click” materials (this includes printable posters, card, table tent, JPEG, & bookmark)**

Share this JPEG image on your social media platforms or publish in newsletters or personalized emails or letters. Print the poster, greeting card, table tent, and bookmark to give out personally or distribute with your partners. Visit your local eateries, clinics, libraries or any business and ask if they would be willing to display or give out these materials for their patrons.

***Thank you* for joining our team. For additional tools and resources, please check out our website at www.minnesotatzd.org.**