

NEW MEXICO CHILDREN'S TRUST FUND – Ensuring Families Thrive



**Get
Your
License
to Care**



Child well-being is a shared responsibility. You can help show your support for strengthening families and building safer, stronger communities for our children by proudly displaying the official Children's Trust Fund KID license plate on your vehicle.

ORDER YOURS TODAY!

NEW MEXICO
CHILDREN'S TRUST FUND



MARKETING EFFORTS TO INCREASE REVENUE

A key element of the marketing strategy initiated by the CTF board, this is a sample of rack cards created through the state printing office (GSD) that is being distributed by Motor Vehicle Division offices statewide, along with a poster of similar design. Each of the 34 MVD offices has received 8 posters and 16 rack cards.

The CTF board is also working with the two automobile dealers' associations in New Mexico for campaigns, especially during April, Child Abuse Prevention Month.

CTF has a stand-alone website where viewers can be directed to the MVD website to order the license plate online, make a personal donation and be kept updated on requests for proposals and grants:

<https://nmchildrenstrust.org>