







Dear Public Service Director,

If there's anything ChildFund has learned in its decades of work with children — currently in 24 countries throughout Asia, Africa and the Americas — it's this: We need each other.

We also know that this is a message the world could really use right now.

"We Need Each Other," a new, poignant radio PSA campaign from ChildFund, invites audiences to experience the incredible power of human connection — the same power that fuels ChildFund's work to connect children living in poverty with what they need to grow up healthy, educated and safe.

In adding these radio PSAs into your on-air rotation, you'll join us in helping transform the world into a place where all children are free to achieve their potential. (Because we need them, too.) The 60- and 30- second spots can air immediately and have no expiration date.

Thank you in advance for playing this uplifting campaign. We hope it makes you — and your audiences — smile.

Sincerely,

A handwritten signature in black ink that reads "Christine Ennulat". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

Christine Ennulat  
Senior Manager, Brand and Communications  
ChildFund International

## RADIO PSA SCRIPTS

### "We Need Each Other" (:60)

#### **MUSIC UP AND UNDER**

**FEMALE NARRATOR V/O:** WE NEED EACH OTHER. NOW, MORE THAN EVER. BECAUSE EVERY SOMEONE ... NEEDS SOMEONE ELSE.

**MALE NARRATOR V/O:** WE NEED EACH OTHER. BECAUSE WHEN WE WORK TOGETHER ... WE CAN DO SO MUCH MORE.

**FEMALE NARRATOR V/O:** WHEN WE WORK TOGETHER, WE CONNECT MORE CHILDREN WITH WHAT THEY NEED ... TO GROW UP HEALTHY, EDUCATED AND SAFE ... AND THAT'S WHAT CHILDFUND IS ALL ABOUT.

**MALE NARRATOR V/O:** TOGETHER WE CO-CREATE, SUPPORT, AND SUSTAIN CONNECTIONS THAT LEAD TO GREATER WELL-BEING FOR MILLIONS OF CHILDREN FACING POVERTY ...

**FEMALE NARRATOR V/O:** ... WHICH ALSO BENEFITS THEIR FAMILIES, THEIR COMMUNITIES, THEIR COUNTRIES ... AND YOU.

**MALE NARRATOR V/O:** BECAUSE WHEN YOU MAKE SOMEONE'S WORLD BETTER ... YOU MAKE EVERYONE'S WORLD BETTER.

**FEMALE NARRATOR V/O:** CHILDFUND ... BECAUSE WE NEED EACH OTHER.

**MALE NARRATOR V/O:** TO LEARN HOW CHILDFUND WORKS WITH CHILDREN IN 24 COUNTRIES TO ACHIEVE THEIR FULL POTENTIAL, VISIT: CHILDFUND DOT ORG, THAT'S CHILDFUND DOT ORG.

#### **FADE SOUND OUT**

## RADIO PSA SCRIPTS

### "We Need Each Other" (:30)

#### **MUSIC UP AND UNDER**

**FEMALE NARRATOR V/O:** WE NEED EACH OTHER. BECAUSE EVERY SOMEONE ... NEEDS SOMEONE ELSE.

**MALE NARRATOR V/O:** WE NEED EACH OTHER. BECAUSE WHEN WE WORK TOGETHER ... WE CAN DO SO MUCH MORE.

**FEMALE NARRATOR V/O:** WE CONNECT MORE CHILDREN WITH WHAT THEY NEED ... TO GROW UP HEALTHY, EDUCATED AND SAFE ... AND THAT'S WHAT CHILDFUND IS ALL ABOUT.

**MALE NARRATOR V/O:** BECAUSE WHEN YOU MAKE SOMEONE'S WORLD BETTER ... YOU MAKE EVERYONE'S WORLD BETTER.

**FEMALE NARRATOR V/O:** CHILDFUND ... BECAUSE WE NEED EACH OTHER.

**MALE NARRATOR V/O:** LEARN MORE AT: CHILDFUND DOT ORG. THAT'S CHILDFUND DOT ORG.

#### **FADE SOUND OUT**

## AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<https://causewaypsa.com/CF/>

**NO END DATE FOR USE**

We Need Each Other (:60, :30)

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.causewaypsa.com/?p=M142302>

Please let us know your preferences on receiving PSAs by contacting [info@causewaypsa.com](mailto:info@causewaypsa.com).





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