



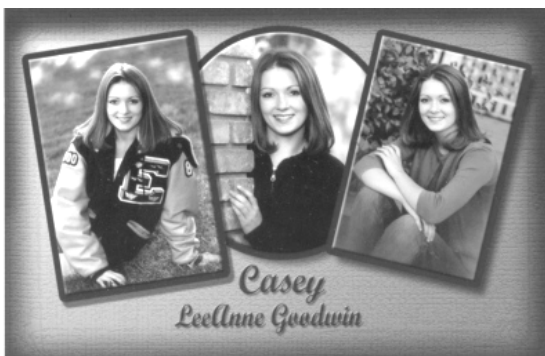
# Casey's Pledge

It takes a community

## Reducing Alcohol Use and Its Problems on Campus and In the Community

Honoring the memory of Casey Goodwin, an advocate for positive, healthy lifestyles cut short by the very thing she spent her young life fighting against, drinking and driving. Casey was only 20 when she was killed by an 18-year-old drinking driver as she traveled home from college for her mother's birthday. She was devoted to the prevention of alcohol-related issues, and was recognized all over the State of California as an advocate for her peers. Casey's Pledge encourages young people to commit to staying alcohol free or not drinking and driving, and not getting in the car with a drinking driver.

Thousands will take the pledge...won't you?



**You Can Take Casey's Pledge:**



# Casey's Story

On March 12<sup>th</sup>, 2003, a star was seen shooting across the California sky. That same star had fallen to earth just twenty years earlier, in October 1982, when Casey Goodwin was born, beginning a life filled with joy, passion and service to others.

Casey grew up in Exeter, a small town in California's Central Valley. There, she excelled in sports like water polo and swimming, as both MVP and captain two years in a row. Casey was also recognized as a confident and driven student advocate. She was a leader in the Friday Night Live chapter at her school, and spent much of her high school career helping her peers gain knowledge about drug and alcohol issues. She helped organize and promote important prevention events like "Every 15 Minutes" and Sober Grad; Casey also worked in the offices of the California Friday Night Live Partnership. She was always admired for her practice of leadership by example, she lived a positive and healthy lifestyle. Casey once wrote in her journal that her number one concern in life was the issue of drinking and driving.

Casey took her commitment to a whole new level when she joined the California Youth Council. There she was an advocate for youth programs throughout the state and also assisted in the planning of Teenwork, the largest youth prevention conference in the nation.

After graduating from high school in 2000, Casey continued her education at Cuesta College in San Luis Obispo. She planned to become a teacher and help high school students fully understand the consequences of drinking and driving. Casey continued to play water polo in college and made many wonderful, close-knit friendships; for a short time, she also worked as an intern at the Friday Night Live Office in San Luis Obispo. Casey never missed a chance to promote her passion for a healthy lifestyle.

Casey loved her family more than words can describe. Her mother, Lynne, Friday Night Live Coordinator for Tulare County; her father, Reed; her younger brothers, Chris and Kyle; and her little sister, Kellie, meant the world to her. Casey often made surprise trips home to watch swim meets and school plays; she rarely missed a birthday. Such was the case on March 12, 2003 – Casey was traveling home to celebrate her mother's birthday.

At 6:30 that night, an 18 year old was also on the road, driving to work after drinking a few beers. Casey was hit head on and suffered devastating injuries. She was airlifted to Fresno Medical Center where she died the next day.

The Goodwin's world was forever changed when Casey was taken from them by a drinking driver – the very issue that Casey and her mother had devoted their lives to fight against.

Casey's funeral was attended by over 2,000 family members, friends, schoolmates, politicians, police officers, and colleagues. Since her death, Casey's family and friends have worked hard in conjunction with state legislators to pass "TRACE", Target Responsibility for Alcohol Connected Emergencies, which helps identify the source of alcohol purchases of minors who have been involved in car accidents. Casey has been just as much a force in death as she was in her all too brief life.

It has been said that Casey made a friend of everyone she met. As her friend, won't you help us continue Casey's work? Won't you help us eliminate drinking and driving and all of the harm that comes from alcohol abuse?

Don't get into a car while under the influence or with someone who is under the influence, because when you do, you are taking the chance of killing someone's child, sister, loved one, or friend. Live your life by the philosophy of Casey Goodwin, a philosophy that she often told friends:

"Be kind, live a life with no regrets and don't take yourself too seriously... Dance like no one is watching."

Love,  
Casey.

# Casey's Pledge®

## Seven Steps to Launch Casey's Pledge®

1. Read Casey's Pledge Toolkit.
  - a. The Toolkit contains information and resources to successfully promote Casey's Pledge in your school or community.
2. Complete Casey's Pledge Agreement and submit it to the California Friday Night Live Partnership (CFNLP) office.
  - a. Please fill out Casey's Pledge Agreement form and fax to (559) 737-4231 in c/o of Casey's Pledge.
  - b. Once you **receive confirmation** from the CFNLP, you may reproduce materials found in this Toolkit.
3. Establish school and community partnerships for adopting the Casey's Pledge.
  - a. Identify local youth council, student leadership groups, and school clubs.
  - b. Meet with administrators and student and parent leaders at local schools.
  - c. Educate local community coalitions, Boards, service clubs and other community groups on the importance and value of Casey's Pledge.
4. Select a school and/or community event(s) to coordinate Casey's Pledge.
  - a. Who is involved (what grades?)
  - b. How presentation(s) to schools will be held (assemblies, classroom).
  - c. Set timeline for presentation.
  - d. Who will speak and outline of what will be said.
  - e. Set dates for youth to take Casey's Pledge.
5. Make presentations to promote Casey's Pledge.
  - a. Use Casey's Pledge DVD and schedule and coordinate classroom and community presentations.
  - b. Review "Presenting the Pledge" in this Toolkit for more information.
6. The Pledge
  - a. Designate a location and time for students to sign Casey's Pledge (Stars); lunch, break, after school, athletic events, prom, or graduation.
  - b. Display completed Stars in visible place.
  - c. Once a person signs Casey's Pledge, they are given "Casey's Pledge" bracelet to remind them of their commitment, and to promote Casey's Pledge.
  - d. Students signing Stars are given Casey's Pledge fliers explaining the background of the project.
7. Publicize and share your success with Casey's Pledge!
  - a. Media – (Sample Press Release included in Toolkit)  
Invite local newspaper, news stations, radio, school newspaper, and school yearbook staff to promote the event.
  - b. Send photos, clippings, and letters from participants to CFNLP and local media to share statewide the amazing work that young people are doing with Casey's Pledge.



# Casey's Pledge®

## Presenting the Pledge

### Tools for Introducing and Sharing Casey's Pledge

1. Assemblies
  - a. Use Casey's Pledge DVD to share the story of Casey Goodwin and the reason to keep her fight alive.
  - b. Have youth leaders explain the purpose of the Pledge and why they have decided to take action to end the tragedies that stem from alcohol abuse, and drinking and driving.
  - c. Have youth leadership teams wear "Casey's Pledge" bracelets and explain why they took, or are taking the Pledge.
  - d. Announce dates and times for taking the Pledge.
  - e. Explain the meaning of the wristbands and the commitment of signing the pledge and wearing the band with Casey's Pledge embossed on it.
  - f. Guest Speakers (law enforcement, victim of drinking or drugged driving, parent, friend).
2. Classrooms
  - a. Tell Casey's Story and identify all the elements that are common with youth in the room (i.e., athletes, 18-year-olds, sisters, college bound, etc.).
  - b. Explain how Casey's Story is not different from our own.
  - c. Use Casey's Pledge fliers from the Toolkit.
  - d. Show DVD and identify pictures that are reminiscent of those of youth in the classroom.
  - e. Discuss the Pledge and the importance of taking it.
  - f. Discuss when it will be on campus and where students can sign the Pledge.
3. Site Administration
  - a. Gain permission from Principal or other administrator by writing a proposal with detailed plans for coordinating Casey's Pledge efforts.
  - b. Involve faculty, parents, community members, and school board in coordinating Casey's Pledge.
4. Law Enforcement and Community Coalitions
  - a. Invite your local law enforcement agencies to become involved, such as Highway Patrol, Police, and Paramedics. Often, law enforcement groups can help with funding for wristbands and publicity materials.
  - b. Ask local law enforcement for statistics of teen alcohol use and drinking driver crashes to use in presentations.
5. Media
  - a. Format Toolkit's Press Release to follow Casey's Pledge timeline for your school and community and personally deliver or fax to all local media agencies.
  - b. Invite the press to be a part of the presentations or assemblies. Show your community how you are making a difference in the lives of youth.



*It takes a community*

# Casey's Pledge®



## Ideas

To assist your school and community effectively promote and support Casey's Pledge. The following are some example activities shared by San Luis Obispo County young people. Feel free to use any of these ideas, or create your own project ideas to better serve your school and community. Thank you for helping our fight against alcohol abuse, drinking and driving, and peer pressure.

### 1. San Luis Obispo High School, San Luis Obispo, CA

- ~A select group of students, FNL Chapter members, visited participating classes and announced Casey's Pledge and passed out fliers.
- ~Students asked permission to use a display case on campus for the week of their campaign to let students know what was going on.
- ~Students requested time in a scheduled campus-wide assembly and spoke on Casey's Pledge and showed a short video on Casey Goodwin.
- ~Students ordered pins in shape of a star in memory of Casey Goodwin and gave them out with fliers after students had signed the pledge. Website information for ordering stars is below.
- ~Students posted all the signed pledge in a display case so other students could see who had signed the pledge, using peer influence to relay their message.

### 2. Templeton High School, Templeton, CA

- ~Students gave out white ribbons to individuals that signed Casey's Pledge.
- ~Students handed out fliers that they created to promote the message of Casey's Pledge.

### 3. Morro Bay High School, Morro Bay, CA

- ~Students visited each participating class and made a presentation.
- ~Students gave out white ribbons to individuals that signed Casey's Pledge.
- ~FNL/Student Council members lined the halls while others went to lunch and handed out Casey's Pledge fliers.
- ~Students set-up a table, during lunch, for students to sign Casey's Pledge and received a ribbon.
- ~Students coordinated Casey's Pledge at multiple events on their campus.

### 4. Wristband information:

- ~Casey's Pledge wristbands are available through the California Friday Night Live Partnership. Please visit [www.fridaynightlive.org](http://www.fridaynightlive.org) or [www.caseygoodwin.org](http://www.caseygoodwin.org) for more information.

### 5. Star Pin Information:

- ~Contact local sponsors, like your CHP, Lions, or Booster clubs for fundraising assistance!
- ~Website#1 [www.trophycentral.com/sportsawards/goldstarpins.html](http://www.trophycentral.com/sportsawards/goldstarpins.html)  
When you go to order the stars make sure to order in silver, not gold.
- ~Website#2 [www.pinmart.com/shopDetails.cfm?=5831](http://www.pinmart.com/shopDetails.cfm?=5831)
- ~If you are able to find other star pins or emblems you would like to use in place of stars feel free to use those instead.

### 6. Other Ideas for Casey's Pledge:

- ~Graduation, dances, prom, Homecoming, sporting events, student council functions, graduation, or a year-round campaign.
- ~Please use Casey's Pledge as it fits into your school or community.

Please refer questions to your local FNL liaison or contact [caseyspledge@tcoe.org](mailto:caseyspledge@tcoe.org)



# Casey's Pledge®

## SAMPLE CASEY'S PLEDGE PRESS RELEASE

For Immediate Release  
DATE, 2007

Contact:  
Local Casey's Pledge Coordinator

### LOCAL SCHOOL TO HOST "CASEY'S PLEDGE" ACTIVITY

LOCATION – The Friday Night Live Chapter at Mott High School will invite students to take Casey's Pledge," a promise to be sober or not drink and drive, before their prom on May 15. "Casey's Pledge" is a statewide prevention program that encourages youth to take an active role in reducing the negative effects of underage alcohol use and drinking and driving.

"Casey's Pledge" is named to remember Casey Goodwin, a popular young advocate for healthy lifestyles free of alcohol and other drugs, killed in an automobile collision by an underage drinking driver in March, 2003. Goodwin was traveling home from college in San Luis Obispo to celebrate her mother's birthday in Exeter, California. Casey's friends created the Pledge as a way to honor her remarkable commitment to the cause of reducing alcohol related dangers.

Youth will sign a pledge card in the shape of a star and receive a wristband to wear during the prom and at future events. The signed stars will be on display at the school during the week before and after prom.

For more information, please contact \_\_\_\_\_ at PHONE/Email

*It takes a community*

# Casey's Pledge®

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## Registration and Agreement\*\*

Dear Friends,

Friday Night Live is glad to hear that you have decided to participate in Casey's Pledge. Please use this registration form to let us know about your project and its progress. If you have any questions or concerns please feel free to contact your Friday Night Live Coordinator or the California Friday Night Live Partnership office at (559) 733-6496. Thank you for your support and for giving youth the opportunity to make a difference in their lives and those of their peers.

Sincerely,

California Friday Night Live Partnership

\*\* None of the documents in the Toolkit are to be reproduced until the California Friday Night Live Partnership has received the Agreement. You will receive confirmation of your registration.

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(Please fill out this bottom portion and send in information to register your Casey's Pledge activity.)

Name of School or Community Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

County: \_\_\_\_\_ Phone#: \_\_\_\_\_ Fax#: \_\_\_\_\_

Contact Name (Youth): \_\_\_\_\_ Contact #: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Name (Adult): \_\_\_\_\_ Contact #: \_\_\_\_\_ Email: \_\_\_\_\_

Estimated # of students/classes/community groups: \_\_\_\_\_ Dates of Pledge: \_\_\_\_\_

Comments:

**Please fax or email this information to the CFNLP at (559) 737-4231 or [caseyspledge@tcoe.org](mailto:caseyspledge@tcoe.org) before coordinating Casey's Pledge in your community.**

Casey's  
Pledge

Casey Goodwin's story of how she was killed by a drinking driver made me realize that there are real consequences to making unhealthy choices.

I am choosing to help stop Casey's #1 concern in life. I pledge to not drink or get in the car with someone who has been drinking, and to make the healthiest choices I can because I want to live my life to the fullest & have a successful future.

My Name:  
My Signature:  
Date:

*Sponsored by:  
CA FNL Partnership*

*Supported by Casey Goodwin's  
Family & Friends*

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Family & Friends*



This is Casey. She was 20. She spent most of her young life helping others recognize the dangers of drinking and driving and underage alcohol use. Casey was on her way home to celebrate her mom's birthday.

He was 18 and on his way to work. It was 6 p.m. on a Wednesday. He had a .19 blood alcohol content. Casey was struck head on and killed.

Casey will have no college graduation. No Christmas. No wedding. No children. No more birthday celebrations or visits with Mom.

This could be you. This could be your boyfriend, girlfriend, sister, or brother. Do something. Save Someone. Help Yourself.

Be a part of Casey's Pledge. Pledge to be sober. Pledge not to drink and drive.

Sponsored by The California Friday Live Partnership.  
Supported by Casey Goodwin's Family & Friends



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Supported by Casey Goodwin's Family & Friends



**PARTNERSHIP**

Dr. Jim Kooler,  
Administrator

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P.O. Box 5091  
Visalia, CA 93278-5091  
559 733-6496  
Fax: 559 737-4231  
calfnl@tcoe.org

**Friday Night Live**

**Club Live**

**Friday Night Live Kids**

**Friday Night Live Mentoring**

**California Youth Council**

Tulare County  
Office of Education

Jim Vidak,  
Superintendent

**California Friday Night Live**

Collaborative  
Adrienne Buckle,  
President

**Youth Leadership Institute**

Maureen Sedonaen,  
President and CEO

Friday Night Live builds partnerships for positive and healthy youth development which engage youth as active leaders and resources in their communities.



[www.fridaynightlive.org](http://www.fridaynightlive.org)

# Casey's Pledge Order Form

<b>Office Use Only</b>	
Order Received:	_____
Order Shipped:	_____
Payment Method:	_____
Invoice #	_____
Paid:	_____

Date Ordered: \_\_\_\_\_ County: \_\_\_\_\_

Organization/School: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: (\_\_\_\_) - \_\_\_\_\_ Fax: (\_\_\_\_) - \_\_\_\_\_

E-mail: \_\_\_\_\_

**Shipping Address:**

**Mailing Address:** (if different then Shipping)

Street: \_\_\_\_\_ Street: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Units Ordered	Description	Unit Cost	Total
	Casey's Pledge Wristbands	.40	
	Casey's Story DVD	5.00	
	Casey's Pledge Pre-cut Stars (unit package is 100 stars)	10.00	
	Alcopop's Video	5.00	
<b>Payment Method:</b> <input type="checkbox"/> Check <input type="checkbox"/> PO# _____ <input type="checkbox"/> Taking Teenwork Home Grant		<b>Shipping &amp; Handling</b> <b>UPS Ground</b> (please allow 3 business days to process) (50-200= \$5; 300-600= \$10; over 600= \$15) <b>Please Rush, Next Day Shipping</b> (\$40) Please allow 24 hours for order to be processed	
		<b>TOTAL</b>	<b>\$</b>

**Please Send Check or Purchase Order To:** or  
 California Friday Night Live Partnership  
 P.O. Box 5091  
 Visalia, CA 93278-5091

**Fax Order To:**  
 559-737-4231

"Be kind, live a life with no regrets, and don't take yourself too seriously... Dance like nobody is watching."

Love,  
Casey.

