Dear Community:

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Your Letterhead

Recent tragedies, like the one in Florida, remind us that its takes a community-wide effort to keep our children, our families, and our neighbors, safe. As we learn more about this senseless act, we are also faced with the harsh reality that it could have been prevented, had the pieces of information been connected before it was too late.

In hopes of preventing a tragedy in our own community, we want to remind everyone of our TIPS program (which allows anyone in our community to report concerning behavior and suspicious activity, and under the protection of anonymity, if they so choose) and also announce a new part of the program known as the **Awareity Butterfly Effect**.

Many of you may be familiar with the Theory of the Butterfly Effect, and the Awareity Butterfly Effect follows a similar belief. It describes an easy way to explain the importance of sharing concerns, no matter how small, as they could be the missing piece of the puzzle that makes a large impact on our community, in a positive way.

The value of sharing concerns regarding an at-risk individual and getting that information connected with the right community resources through the TIPS program, is immeasurable when you consider the possibility that it could save a life.

Please help us keep our community safe by remembering the Butterfly Effect when you observe concerning or suspicious behaviors, and look for the butterfly on our website to make a report.

If you have questions, please contact [contact information here].

Sincerely,

[Your Organization Name goes Here]

**5432 Any Street West, Townsville, State 54321**

**555.543.5432 ph 555.543.5433 fax**

**www.yourwebsitehere.com**