



# Communications Toolkit



Greetings partner,

We're thrilled about the opportunity to collaborate with you to offer parents and caregivers quality education and the information about COVID-19 and its effect on your community. As families and loved ones are facing new challenges to support their children's health and learning, Bright by Text is adapting to meet these evolving needs. We implement the latest local and nationwide guidance for families with young children as they navigate closures and uncertainty related to the COVID-19 pandemic.

We are pleased to offer Bright by Text to you and your community for free to help all families feel safe and informed during this global health crisis. We hope that you will consider remaining a valued partner even after the COVID-19 outbreak is under control.

To help you in your marketing to parents and caregivers we've compiled communication tips, promotional materials and other tools to promote Bright by Text to your community. Thanks to our partnership with you, more families will have up-to-date and valuable information about health and wellness during the pandemic and early childhood development.

In each of these materials you'll find highlighted areas to enter your station or community-specific information. Please feel free to edit these materials to fit the tone and style of your organization, we just ask that you not change the content of the message. If you wish to change them further, or create your own, please see approval instructions below.

As ever,  
The Bright by Text Team

[Rebecca Levy](#), Senior Program Manager

[Tara Stingley](#), Program Associate

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Included in the Communications Toolkit Google Drive Folder:

- [Social media images](#)
- “What Is Bright by Text” presentation ...coming soon!
- [Brand guidelines](#)
- [Topic based digital marketing materials](#)
- [Logo lockups](#)
- Instructional documents for implementing Bright by Text
  - [“One-pager Informational Tutorial”](#)
  - [“Guide for Creating Local Messages”](#)
- [Collateral design files](#) - share these designs digitally in newsletters, advertisements and social media to reach parents and caregivers
  - Postcard 4” x 6” two-sided English/Spanish
  - Postcard 4” x 6” two-sided English
  - Bookmark 2” x 6” two-sided English/Spanish
  - Poster 11” x 17” one-sided English
  - Banner 34.25” x 81.625” one-sided English
  - Rx tablets (for medical providers) 4” x 5” one-sided English
  - Sticker 2.5” x 2.5” one sided English

If you create your own promotional materials or make modifications to the above toolkit items send them to [Rebecca](#), Senior Program Manager for approval.

For more information about our mission, history and work in the early childhood development field, visit our [website](#).

## Steps You Can Take to Spread the Word

### Introduce Bright by Text to your organization's stakeholders

*Ensure that your team -- staff, board members, volunteers -- all understand what Bright by Text is, why you are adopting it for outreach, and the benefits of participating. Getting all of your key stakeholders on the same page is key to successful implementation.*

- Share the Bright by Text [fact sheet](#) with your staff, board members, volunteers and other stakeholders
- Make a point to introduce Bright by Text during in-person meetings. Explain why adopting Bright by Text makes sense to strengthen your outreach efforts and how it will support utilization of valuable community resources.

### Display posters and postcards throughout the community

*Use [postcards and posters](#) to spread the word: Display the materials at your office and other family-serving locations in the community like libraries, child care centers, rec centers and pediatrician offices.*

### Promote Bright by Text in your e-newsletter or email correspondence

*Include plugs for Bright by Text in your e-newsletter. No matter who you communicate with via email (families, partners, providers or community members) it's important to remind your constituents often about Bright by Text.*

- If you send a regular monthly e-newsletter, include a mention of Bright by Text on a regular basis. Sample email blurb language is provided below for your use.
- If you send update emails to partners and providers, include information about Bright by Text as a P.S. (post script) to draw the reader's attention.

### Post (and boost) to your organization's social media channels

*Your organization may already post regularly to Facebook or other channels. If so, incorporate posts about Bright by Text into your regular stream of social media content.*

- Don't just post once: It's important for people to hear about it many times.
- Boost every post on Facebook to ensure its visibility!
  - Facebook is a pay-to-play environment. Long story short: For people to see what you post -- even people who like your page -- you must pay to promote your content.
  - Even just \$5-10 per post makes a big difference to ensure your post will be seen by the people who like your page and others in your area.
  - Boosting posts is simple: You just need a Facebook account for your organization and a credit card. Find more [information about boosting posts here](#).



### **Enlist partners' support to promote Bright by Text**

*Once partners understand how adopting Bright by Text will benefit local families and promote underutilized local resources -- potentially including partners' own programming -- they are more likely to engage in efforts to promote the resource.*

- Make sure that key partners like local libraries, pediatrician offices, child care centers, home visitors, and other entities that serve families with young children have a supply of postcards and posters for distribution.
- Provide partner organizations with e-newsletter and social media content within this Communications Toolkit that they can send to their networks and post on their channels.

## Bright by Text Press Release Templates

### TIPS

- Ensure all customizable fields (we've highlighted them in yellow) are filled in with your local info
- Send to local education reporters and general news departments at local media outlets
- Follow up with reporters you know or who cover education issues
- Post on your website and then share the link with posts on your social channels
- When you get media coverage, share that on your social channels, too

FOR IMMEDIATE RELEASE

Bright by Text: New Partnership Announcement

Press Contact:

[Media contact person, email and mobile phone number]

Children can keep learning at home thanks to [ORG]'s partnership with Bright by Text

Your City – Today, [ORG] announced it has teamed up with Bright by Text, a national parent texting program, to put expert tips, games and child development information directly into the hands of parents and caregivers. [ORG] is proud to offer a unique resource like Bright by Text as children are learning from home and families can't access the services they need. The texting service includes topics like brain development, games and activities, health and wellness, STEM, safety and more. Bright by Text partners with experts like PBS, Vroom, Sesame Street, CDC, and others to develop content for families with children aged prenatal to age eight.

In addition to expert content, Bright by Text includes messages about information and resources specific to the [AREA] community, like digital library resources, food pantries, and preschool open enrollment periods. Community organizations across [AREA] will submit the latest information about services and resources during the COVID-19 outbreak. [station representative quote here, related to the importance of reaching their audience with local, relevant content.]

Bright by Text helps parents and caregivers make the most out of time at home with their children by illustrating fun and easy activities, providing positive parenting tips and resources, and even video content to guide a child's development. The program is proven to build nurturing caregiver-child relationships, and positively impact a child's healthy development and school readiness. Innovative services like Bright by Text will help provide equitable solutions to early education while schools remain closed. Parents and caregivers can feel assured that they are receiving important local announcements and information in [AREA] thanks to [ORG] and its partners.



To sign up, parents and caregivers with children under 8 can text the word [KEYWORD] to 274448\*. They will receive 2 to 4 text messages per week, and each message includes a link to a landing page with more detail, short modeling videos, and links to related resources.

#### FOR IMMEDIATE RELEASE

Bright by Text: Text Messaging Partnership Supports At-Home Learning, Access to Community Resources for Families with Young Children During COVID-19 Crisis and Beyond

Press Contact:

[Media contact person, email and mobile phone number]

**Your City** – During the COVID-19 crisis, [ORG] is highlighting its partnership with Bright by Text to encourage more local families with young children to access the free service’s early childhood education and development tools and local information about community resources.

With current measures in place due to COVID-19 limiting in-person activities, many parents and other caregivers of children from prenatal to age eight are cut off from vital networks that provide support.

Parents and caregivers in our area can receive important local information and expert-approved national resources thanks to this partnership when they sign up by texting [KEYWORD] to 274448.

The service is always free, and includes two to four text messages per week with links to tips, short videos and related resources.

This partnership helps ensure that children can continue learning and growing and caregivers have the tools and resources they need to confidently navigate this unprecedented time.

Bright by Text partners with national expert resources like PBS, Vroom, Sesame Street, and the U.S. Centers for Disease Control and Prevention to deliver content for families. Texts include topics like brain development, learning activities, health and wellness, and more.

Our station’s partnership with Bright by Text ensures that, in addition to the expert content, families also will get information about specific community resources serving families in our area.

**[ORG Leadership quotation about local relevant content that’s now more important than ever.]**

“These partnerships are vital for early education and caregiver support while schools, libraries and childcare centers may be closed,” said Jean McSpadden, president and CEO of Bright by Text. “Because we use text messaging, all the content is easily accessible to anyone with a mobile phone. We know this method works -- 95% of Bright by Text subscribers say it makes them a more confident caregiver.”

More than 100,000 caregivers have signed up for Bright by Text in all 50 states, which has partnered with nearby PBS affiliates, United Ways, Children’s Hospitals, Office of Early Childhood Initiative, and more across the country.



## Social media posts for Facebook, Twitter and Instagram

Social media is a powerful tool to inform families of the value of Bright by Text. Share your signup link on social to enroll new parents and caregivers so they can immediately start receiving expert tips and information about their child's health and development. Make sure to tag @brightbytext in the post so we can share your activity! Let's help parents feel confident to raise their child and get them connected with everything you do in your community.

### Sample social posts:

We've reached [insert number of subscribers] Bright by Text subscribers in [area]. Share the program with parents you know! [insert unique weblink]

We've shared [insert number of local messages sent] messages about local resources with our subscribers! Do you have a free resource for parents and caregivers that you'd like to share? We want to hear from you!

We are proud to share tips and resources with [insert number of prenatal subscribers] [insert area] expectant families! Know someone expecting a child. Share Bright by Text with them. [insert unique weblink]

We send tips, games and resources to [insert number of subscribers with infant 0-12 months] [insert area] families with a 0-12 month old! In the first 12 months of life children learn so much! Bright by Text can help you make sure your child is on track. [insert unique weblink]

We send tips, games and resources to [insert number of subscribers with infant 12-23 months] [insert area] families with a 1 year old! Life has changed now that baby is on the move. Bright by Text helps parents learn the best ways to interact with and keep their little cruiser safe. [insert unique weblink]

We send tips, games and resources to [insert number of subscribers with infant 24-47 months] [insert area] families with a 2-3 year old! Parenting can be more challenging as these little ones develop a mind of their own. Bright by Text helps parents learn positive parenting techniques, and tools to prepare their child for school. [insert unique weblink]

## COVID-19 messaging

In response to the global pandemic, Bright by Text is offering expert tips about at-home activities to engage children, safety protocol, and community resources. We help parents navigate the latest information and recommendations to ensure the health of families nationwide. Bright by Text collaborates with experts like the CDC (Centers for Disease Control and Prevention), PBS Kids, Nurse-Family Partnership and others to provide expert health and wellness content in our curriculum.

Message examples:

Pregnant or breastfeeding? The CDC is still learning about COVID-19, but they have a page with answers just for you. Get the latest info:

<https://www.cdc.gov/coronavirus/2019-ncov/prepare/pregnancy-breastfeeding.html>

Coronavirus got you feeling overwhelmed? You're NOT alone. Handling stress is as important as ever. Help your kids & yourself can de-stress:

[https://www.pbs.org/parents/thrive/how-you-and-your-kids-can-de-stress-during-coronavirus?utm\\_source=BBT](https://www.pbs.org/parents/thrive/how-you-and-your-kids-can-de-stress-during-coronavirus?utm_source=BBT)

Here is where children in **[insert state]** can get meals while schools are closed due to Coronavirus: **[unique weblink for local areas]**

Kids are curious about everything...including coronavirus. Parents: help by sharing age-appropriate facts and reassuring. PBS Kids has tips:

<https://www.pbs.org/parents/thrive/how-to-talk-to-your-kids-about-coronavirus>

## TIPS

- Know your audience and customize your messages accordingly.
- Parents and caregivers tend to use Facebook and Instagram more, while organizations and influencers have more a presence on Twitter.
- On Facebook, use the pop up links. Enter your unique weblink into the post, wait for it pop up at the bottom, and then delete the link text from the post.
- Make every post colorful by adding images.
- Try boosting your posts (even \$2 can increase engagement).

## Partnership Announcement

We have partnered with @Bright by Text to bring the program to you! Whether you're a parent, grandparent, aunt or uncle, neighbor, or babysitter, Bright by Text can make caring for a little one easier! To receive free tips and learning games directly to your phone, **[insert unique weblink]**.

We're helping children continue learning at home! With expert games and activities, Bright by Text makes it easy for parents to give their child a bright beginning in life. **[insert unique weblink]**



Schools may be closed, but we have a resource to support the growth and development of your children. Bright by Text sends tips, activities and information to help parents raise healthy, happy kids. Learn more: [\[insert unique weblink\]](#)

Wishing parenting came with a manual? Bright by Text can help. Get free tips and learning games sent to you. [\[insert unique weblink\]](#)

@Bright by Text is a free tool for parents and caregivers of children under 8 to make your jobs just a little easier. Sign up to receive free tips sent straight to your phone! [\[insert unique weblink\]](#)

@Bright by Text is now here in [name of city/state] thanks to [name of organization]! Are you a parent or caregiver to a child under 5? to get free learning games and easy-to-understand tips texted to you! [\[insert unique weblink\]](#)

Want to make sure your child is reaching important early milestones? Get free tips sent to your phone from @Bright by Text! [\[insert unique weblink\]](#)

We are proud to bring you @Bright by Text! Bright by Text can make caring for a little one easier! [\[insert unique weblink\]](#)

Curious about local resources for your child? Bright by Text partners with health clinics, libraries and other community organizations around the country to connect you and your child with these resources. Make sure you enter your zip code at sign up to get these messages. [\[insert unique weblink\]](#)

## Stats and Data

One million neural connections are made every second for young children. We make sure those connections count. Learn why Bright by Text is so important to your child's development. <https://brightbytext.org/>

Close to 20% of children in America live in poverty without access to proper education and resources to encourage their development. Bright by Text promotes child development and parent knowledge with expert content and local resources sent right to your cell phone at no cost! [\[insert unique weblink\]](#)

A child without early childhood education is [25 percent more likely to dropout of school](#), 40 percent more likely to become a teenage parent, and 70 percent more likely to be arrested for a violent crime. Bright by Text is here to help by giving parents the tools they need to help their kids succeed! Learn more <https://brightbytext.org/>

By age three, children should know an average of 300 words and Bright by Text can help your child reach that goal. For helpful tips and local resources, sign up for Bright by Text! [\[insert unique weblink\]](#)

## Bright by Text Content Messages

Here are some tips for getting your child to sleep or nap easier. <http://bit.ly/2BFxIHd> Bright by Text has



more! Sign up here. [\[insert unique weblink\]](#)

Using singing and rhythmic motion while taking care of your baby helps to instill a love of music, provides comfort, and introduces early language skills. For more tips like these, sign up for Bright by Text! [\[insert unique weblink\]](#)

Making homemade baby food is great for your baby and the entire family! Find out how to make baby food at home. For more information on health and nutrition, check out Bright by Text. [\[insert unique weblink\]](#)

Set the stage for a lifetime of good health by starting healthy habits with your toddler today. Your influence is powerful! Learn more: Receive more parenting tips by signing up for Bright by Text! [\[insert unique weblink\]](#)

Have a baby on the way? Talking to your baby supports language development, and he loves the sound of your voice! Get more tips like this one sent right to your phone! [\[insert unique weblink\]](#)

Teaching children how to pay attention can be as simple as introducing a fun new game! <http://bit.ly/2nXGbfP> Receive more parenting tips by signing up for Bright by Text! [\[insert unique weblink\]](#)

Reading with kids is key to helping them learn, and it's great bonding time. Parents and caregivers can get more great tips by signing up for Bright by Text. [\[insert unique weblink\]](#)

Talking to 1 year old during routine activities like bath time, feeding and changing paves the way for early language development. For more helpful tips, sign up for Bright by Text! [\[insert unique weblink\]](#)

Help your kids develop a love of healthy foods. Let them cook with you in the kitchen! Even one and two year olds like to help with simple tasks: <http://bit.ly/2GsMpf7>. For more tips sign up for Bright by Text! [\[insert unique weblink\]](#)

From a supported sitter to a crawler, different food textures are right for babies at different times: <http://bit.ly/2BEt14t>. For more tips and resources, sign up for Bright by Text! [\[insert unique weblink\]](#)

[Link to video](#) Hide and Seek is great for your child to learn how to move around and find things on her own! Receive more fun games and tips by signing up for @Bright by Text! [\[insert unique weblink\]](#)



## Sample Blurbs for e-Newsletters or Email

Use these paragraphs in your local email newsletters to inform partners, community members and families about the Bright by Text program. Customize the messages where you see content in [brackets]. Use [these graphics](#) in your email or e-newsletter to add visual interest.

- The Bright by Text program provides information on child development – plus local events and resources – to parents and caregivers of children prenatal to age 8 in [AREA]. Families sign up to receive messages in English or Spanish that are specific to the age of their child and include local community resources targeted by zip code. Bright by Text messages include research-based content on child development and learning, as well as information about valuable community services and events happening right here in [AREA]. Encourage families to sign up by texting the word [KEYWORD] to 274448; or by clicking [EMBED UNIQUE URL LINK].
- We need your help in spreading the word about Bright by Text! The more families sign up for messages, the more parents and children in [AREA] will be connected to valuable resources and programs in our community. We all benefit when parents and caregivers feel supported and connected to local services. 92% of caregivers report feeling more confident as a result of receiving Bright by Text messages, and their children are, on average, 3 months ahead of a comparison group in language development. Encourage families to sign up by texting the word [KEYWORD] to 274448; or by clicking [EMBED UNIQUE URL LINK].
- Encourage families to sign up for Bright by Text by texting the word [KEYWORD] to 274448. Partners in [AREA], including libraries, community centers and health organizations, can use Bright by Text to share information about local family-friendly events, programs and resources. Learn more at [www.brightbytext.org](http://www.brightbytext.org).

## TIPS

- This is how we talk about Bright by Text. Use these key messages when speaking to potential partners, new families or media.
- They are organized in bullet points to make referring back to them easy. Have a question not covered here? Let us know!

### General

- At Bright by Text our goal is to make the most of everyday interactions between parent and child. Our text messaging service delivers actionable information from trusted early childhood experts to parents and caregivers of young children to support healthy child development and build strong, resilient families.
- Mission: To help all families give kids a bright beginning so they can grow into healthy, happy and successful adults.
- Vision: Every child will be healthy, valued and ready to learn

### Content

- Are offered in English and Spanish
- Messages are sent 2-4 times per week
- Provide developmental education and guidance based on the expected birthdate or age of a child up to eight
- Synthesize content curated from partners such as Bright by Three, PBS, Vroom, and Sesame Street
- Deliver relevant information about local resources and events where community partners exist
- Link to a landing page with more learning materials, including short modeling videos and related books

### Target audience

- Parents (including expectant parents), grandparents, babysitters, aunts, uncles, neighbors, friends, teachers, and anyone else caring for a young child.

### Why is it important?

- A child's brain develops more rapidly in the earliest years than at any other point in their life. It's important to get it right! Since kids don't come with operating instructions, all parents can use a little back-up to make the most of this critical time.
- Children rely on interactive experiences and strong relationships with their parents and caregivers to develop, so we take a two-generation approach to have the most impact on the families we serve.

### Impact measured from surveys and independent evaluation



- 95% of caregivers indicate that Bright by Text helped them feel more confident and informed about their child's development
- 77% of respondents feel that they have a community that provides supportive programs for raising children
- 3-month language gain among low-income Bright by Text families compared to a control group
- 34% of caregivers who received a message about a local event or resource reported attending an event or utilizing a nearby resource as a result of Bright by Text
- Only 9% of Bright by Text subscribers report overwhelming stress due to parenting responsibilities, compared to 21% of comparison group with similar risk factors
- 97% of respondents are likely to recommend the program to a friend or family member

## Quotes and testimonials

### TIPS

- **Quotes and testimonials are powerful promotional tools.**
- **Pop them in emails and social media messages, presentations or media pitches.**
- **Please don't edit these quotes.**
- **Need a quote from CEO Jean McSpadden? Let us know.**
- **Send us any testimonials you receive from families or your organization!**

*I am so glad to have discovered this fountain of wisdom! As a new parent, I often lacked confidence in my parenting skills or was ambivalent in which trends to follow. With the advice that BrightByText brings, I know that I am providing my child with stimulating and fun activities. The tips and info given come from experts which makes it foolproof. I like the simple yet effective tasks that can be done on the go and with minimal materials. Because the biggest brain growth occurs in the first 3 years of a child's life, this program is invaluable! The activities also provide excellent opportunities for bonding with the child for all caregivers involved. Thank you for creating such wonderful experiences.*

Katya, Parent, Brooklyn, NY

*"It's really exciting to have a service like this as a first time parent! There is a ton of information out there, but Bright by Text gives you simple, easy to use, and helpful information that has scientific backing. They've done the information sorting for you, and it's a huge relief for expectant parents,"* said Derek, an expectant father and subscriber of Bright by Text.

*"There is a lot of information out there for expectant mothers, but it can be hard to know which sources to trust,"* said Bright by Three President and CEO Jean McSpadden. *"We want parents to have the best research based information right at their fingertips."*

*Es un placer poder ayudar y servir,he estado leyendo el material y estoy aprendiendo mucho.gracias por hacer este trabajo las familias están creciendo mucho y están mas interesadas en las actividades y aprendizaje de su sus bebes a temprana edad.*

Eva Beltran, Boulder Housing

*This is an excellent service! I especially love the fact that content is offered in Spanish, because it helps me to better connect with the families of a demographic that I serve.*

2017 National Smart Start Conference Attendee

NGI - UNC-TV