

How to Use This Communications Toolkit



Thank you for your interest in promoting the availability of free preschool programming throughout Oakland County.

This communications toolkit is designed to make it easy for you to share the Oakland County *FREE PREschool – It's for you and me!* campaign message with your employees, members, students, parents, guardians and other key audiences committed to early childhood education. The strength of this campaign is based on Oakland Schools and other early childhood advocates spreading key messaging promoting this vital service via their established communications channels (publications, print materials and digitally online). Please download these communications tools and use as you see fit. If you need print copies, please use the contact information below.

Posters: A poster with key messages is available for posting within your organization, business, worksite, school, place of worship or office.

Rack Card: Place the *FREE PREschool* rack card throughout your organization where people gather naturally (waiting rooms, lobbies, dining areas, etc.).

Drop in Text – Short: Use this condensed content for an email blast, Facebook post or short article in your organization's internal or external publications.

Drop in Text – Long: Place the pre-written *FREE PREschool* article in your organization's existing internal and external publications.

Print Ad: This quarter-page print ad encapsulates the key messages of the campaign with a simple call to action. It can be placed in a number of different publications and communications channels.

eSignature / Web Art: The *FREE PREschool* email signature or web art is provided to share common messaging with colleagues and friends while demonstrating your support for this important initiative. It can also be used on a website as a quick reminder with a link to FreePreOakland.org.

To download these resources, please visit FreePreOakland.org/toolkit.

If you have ideas for other communications, need assistance in reformatting any of the messages contained within this kit, or would like print copies, please contact:

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