

# Ready by Five Early Childhood Millage

## Communication Standards

### Logo:

*The logo should be used on any materials that refer to programs and services that were made possible by Ready by Five millage dollars. This includes, but is not limited to publications, brochures, documents, PowerPoints, social media posts, and website articles.*



Supported by the Kent County Ready by Five Millage

*Things to note about the logo:*

- Do not stretch or crop the logo
- Always include the "Supported by the Kent County Ready by Five Millage" line
- Do not put it on top of photos.

### Additional Graphics:

We have developed more branding for the Ready by Five Early Childhood Millage. These shaped logos are meant to be an additional qualifier, so parents can identify who is part of the Ready by Five network. They are meant to go in the corner of images. Please add these logos to your website, brochures, newsletters, social posts as well. See page 4 for all variations.



## Fonts/Colors:

Use your own organization's corporate font and colors. Then, add the above graphics to signify that the program is funded by the Ready by Five Early Childhood Millage.

## Key Messages:

### What is the Ready by Five Early Childhood Millage?

- The Ready by Five Early Childhood Millage provides dedicated and sustainable funding for programs that improve the health, school readiness, and well-being of children age five and younger in Kent County.
- Kent County voters overwhelmingly approved Ready by Five in November 2018.
- It is funded by a .25 mill property tax increase that will generate about \$6.7 million a year from 2019 to 2024 – more than \$39 million total. The proposal is up for renewal in late 2024.
- Ready by Five pay for services such as home visiting, play and learn groups, developmental screenings, and support to help families access the help they need.
- Ready by Five allows many more children to participate in programs that are proven to improve their likelihood of success in school and beyond.

## Organizational References:

- When writing Ready by Five the number five will always be spelled out. The “by” in Ready by Five should always be lowercase. Never abbreviate Ready by Five in public-facing communications.
- When referring to First Steps Kent in public facing communications, spell out the full organization name. Never abbreviate First Steps Kent in public-facing communications.

**How to talk about how your program is funded:** (Do not say the program is “free.” The millage is funded by taxpayers, and we need to make sure we acknowledge that.)

- Say “This program/service was made possible because of the generosity of Kent County taxpayers and the voter-approved Ready by Five Early Childhood Millage.”
- Use the words millage funding, instead of grant.

## Social Media:

Here are two sample posts about funding announcements using the correct language:

*For the announcements – “(Agency Name) was awarded funding from the Ready by Five Early Childhood Millage. This funding will help (Program Name) do XYZ. We’re proud to be a part of the Ready by Five Provider Network.”*

Another example: "Quote from Director" We're proud to be a part of the Ready by Five Provider Network."

### **Shared Hashtags:**

#ReadybyFive #togetherwecandobetter #FirstStepsKent #EarlyChildhoodWarriors  
#ReadybyFiveEarlyChildhoodMillage

### **Press Releases:**

Any media release related to the program funded with millage dollars includes the language below or a boilerplate statement about First Steps Kent and the Ready by Five Millage. We also request that it is approved by Megan Streng before sending.

# # #

*The Ready by Five Early Childhood Millage provides dedicated and sustainable funding for programs that improve the health, school readiness, and well-being of children age five and younger in Kent County. First Steps Kent administers the Ready by Five Early Childhood Millage.*

### **Communications Expectations as a Grantee**

First Steps Kent will generate content about the Ready by Five Early Childhood Millage. This content will be relayed to grantees to share widely.

Communications expectations include:

- Dispersing Ready by Five reports developed by First Steps Kent. These can be shared with their networks through social media, email newsletters, and other communications materials.
- Dispersing Ready by Five content, such as email updates.
- Sharing Ready by Five social media content.
- Publicizing that program funds are provided by the Ready by Five Early Childhood Millage, as required as part of the grant.
- Provide First Steps Kent with non-confidential data and/or pictures and success stories for the use of Ready by Five Communications.
- This communication will be in addition to any grant reporting requirements.

### **Communications Contact:**

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