

Ready by Five Early Childhood Millage Communication Standards

Logo:

*The logo can and should go on anything that was made possible by Millage dollars.
(publications, brochures, documents, PowerPoints, social media posts, website articles, etc.)*



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. Please add these logos to your website, brochures, newsletters, social posts that are made possibly by Millage dollars. See page 4.



Fonts/Colors:

Use your own organization's corporate font and colors. Then, add the above graphics to signify that the program is millage-funded.

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 under age five 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 \$5.7 million a year from 2019 to 2024 – more than \$34 million total.
- Ready by Five will pay for services such as home visiting, play and learn groups, developmental screenings, and support to help families access the help they need.
- Kent County is fortunate that we have many great early childhood programs in our community, but they don't have the resources to serve all the families that need and want them. Ready by Five will allow 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 the first time it is referenced. If you will be referencing the organization multiple times (grant reports, op-eds, contracts, etc.) you can write First Steps Kent (FSK) the first time the organization is mentioned then use the shortened FSK in recurring mentions.

How to talk about how your program is funded:

- 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. These are taxpayer dollars, and we need to make sure taxpayers know where their money is going.

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 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 under age five in Kent County. First Steps Kent administering the Ready by Five Early Childhood Millage. First Steps Kent is an independent non-profit that works to strengthen and coordinate the system of early childhood services through research and innovation. First Steps is leading a community-wide effort to develop a system of support for children ages 0-5 (and their families) that ensures every young child in Kent County will enter kindergarten ready to succeed in school and in life.

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:

Megan Streng
Communications Manager
office: 616.528.4552
cell: 616.450.8521
email: mstreng@firststepskent.org

