

Appendix: Outreach Tools

NOTE: Designed materials have been delivered separately

Web Blurb

General

It's time to sign up for Kindergarten!

Will your child be 5 years old on or before August 31st? If so, now is the time to register for Kindergarten! It's free and an important part of your child's success in school. In Kindergarten children learn reading, writing and math. Visit your nearest school or district office or *<go to URL, or call phone number>* today.

The friendly staff there can answer your questions, help with paperwork, get you materials in different languages and find an interpreter if you need one. Don't wait—register your child for Kindergarten today.

Phase: Opening Registration: January through March

It's time to sign up for Kindergarten!

Will your child be 5 years old on or before August 31st? If so, now is the time to register for Kindergarten! Kindergarten is free and an important part of your child's success in school and life. It starts in September, but give yourself time to ask questions and get help with paperwork. To get started with registration, visit your nearest school or district office or *<go to URL, or call phone number>*. Staff will be happy to help you even if you aren't sure you'll still be living in the neighborhood when school starts in the fall.

Phase: Programs and Support: April through June:

It's time to sign up for Kindergarten!

It's free and an important part of your child's success in school and life. In Kindergarten children make new friends and learn reading, writing and math. To register, visit your

nearest school or district office or <go to URL, or call phone number> even if you aren't sure you'll still be living in the neighborhood when Kindergarten starts in the fall.

Staff can answer questions, help with paperwork, get you materials in different languages and find an interpreter if you need one. They can also tell you about programs happening this spring and summer that will help your child get ready for school.

Phase: School Starts Soon: July through Mid-September

Kindergarten starts soon – register your child today!

Kindergarten is a free and important part of your child's success in school and life. School starts on <date>, and your school and district staff are excited to help you complete paperwork, find an interpreter and help you meet teachers and other families. Visit your nearest school now or learn more at < URL, phone number>. Staff can help even if you aren't sure you'll still be living in the neighborhood when Kindergarten starts.

Short Newsletter Article

Phase: Opening Registration: January through March

Title/Headline: It's Time to Register for Kindergarten!

Will your child be 5 on or before August 31st this year? If so, then it's time to register for Kindergarten. It's free and starts in early September.

Go to your local school or school district office and talk with the staff. They will be happy to help you even if you aren't sure you will be living in the same place this fall.

The sooner you register, the sooner you and your child can get ready for school. Staff are looking forward to answering your questions and helping you complete paperwork. They can even show you around your school. They can help you find materials and information in different languages.

Kindergarten is an important part of your child's success in school and in life. For more information, visit your neighborhood school or district office or go to [≤URL or Phone.≥](#)

Phase: Programs and Support: April through June

Title/Headline: Kindergarten an important part of your child's success in school and life, and it's free.

In Kindergarten children learn reading, writing and math. It is also the time when children make new friends and gain study skills that will serve them throughout their education.

If your child will be 5 on or before August 31st this year, it's time to register for Kindergarten. Go to your local school or district office to talk with the staff. They will be happy to help you even if you aren't sure you will be living in the same place this fall.

Staff are looking forward to answering your questions and helping you complete paperwork. They can also tell you about spring and summer programs that will help your child get ready for school.

Help your child take the next step in life and get ready for Kindergarten. For more information, visit your local school or district office or go to [≤URL or Phone.≥](#)

Phase: School Starts Soon: July through mid-September

School starts on <Date>. If your child will be 5 on or before August 31st, register now for Kindergarten. You can go to your local school or district office and talk with the staff there even if you aren't sure you will be living in the same place this fall.

Staff are looking forward to answering your questions, helping you complete paperwork and showing you the school. They can also help you find an interpreter or materials in different languages.

Kindergarten is an important part of your child's success in school. Now is the time to register, and to help your child take the next step in life. For more information, visit your local school or district office go to [≤URL or Phone.≥](#)

Talking Points

Key Messages:

Kindergarten starts in early September. If your child will be 5 years old before August 31, 2015, now <or [date e.g. January 20]> is the time to register for school.

Kindergarten is free and an important part of your child's success in life.

- In Kindergarten children learn reading, writing and math.
- They make new friends and gain study skills that will serve them throughout their education.

Get ready for Kindergarten. Register your child as soon as possible <or beginning on [date e.g. January 20]> and get ready to start school in the fall.

Staff at the <District or school> can help you:

- Complete paperwork
- Find materials and help in different languages
- See the school and meet some of the teachers and staff who work there
- Get information about programs that will help your child get ready for school
- Meet other families and children in the same school
- <Extra bullet point to list district-specific activities/services (interpreters, transition week, Play and Learn, help with school supplies, learning kits/packages, etc.)>

We can't wait to help you and your child take the next step in life. There are many ways to register or get more information, but the best way is to go to talk with the staff at your local school or district office. (Districts customize and rearrange the actions below with your information and process). *You can also:*

- Go to (URL, physical location, or call phone #) for information and forms.
<Optional: Or if you don't have the internet at home, you can use a computer at [local community partner/library]>
- Attend a registration event to get in-person help at (insert event information)
- We are happy to help you even if you aren't sure where you will be living when school starts.
- Tell your friends and family that Kindergarten is important, and urge them to go to their local school or district office to register now.

Press release boilerplate (January to September)

Kindergarten is free and an important part of every child’s success in school and life. Children who will be age 5 on or before August 31st are eligible for Kindergarten. School and district staff know that the sooner families register their children for Kindergarten, the sooner they can get help preparing their children for school. That’s good for families and good for schools. Puget Sound Educational Services District and seven school districts serving more than XX school age children—Auburn, Tukwila, Seattle, Highline, Kent, Federal Way, and Renton—have come together to share registration information and support to area families. Learn more at roadmapracetothetop.org.

Social Media Recommendations and Posts

<p><i>Existing handles:</i> @RoadMapProject @PSESD @gatesfoundation @Renton_Schools @HighlineSchools @FWPS210 @KentSchools415 @seapubschools</p>	<p><i>Existing Hashtags:</i> #earlyed #earlylearning #RTTT</p>	<p><i>Proposed Hashtags:</i> #time4Kindergarten #ready4Kindergarten #earlyKreg</p>
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Twitter

Use hashtags to thread conversations that build awareness and community among priority audiences, and drive people to websites for more information. Research shows that posts with hashtags receive twice the engagement of those without hashtags.

Likewise, tweets with image links have twice the engagement rate of tweets without image links.

General

Get #ready4Kindergarten today. Register your child. Ask questions, get help with paperwork. Learn more at <http://bit.ly/1tyvWIu>.

#earlyed gets your child #ready4Kindergarten. Register for Kindergarten and find other great programs <district link>

@Renton_Schools staff can't wait to help your child get a great education. Register for Kindergarten today <http://bit.ly/1tyvWIu>

Kindergarten is free and important for your child's success. Register today. Visit your nearest school or go to <link>

Children make new friends and learn important life skills in Kindergarten.

#time4Kindergarten, register today <link>

Phase: Opening Registration: January 21 – March 31

Your child 5 years old by August 31? Then it's time to register for school. Get help and get #ready4Kindergarten <link>

Last night dozens of families got #ready4Kindergarten @seapubschools #earlyKreg event. We can help you 2. <link to photo from event>

Staff @HighlineSchools can help your child get #ready4Kindergarten. Start registration today. Visit <district link>

Phase: Programs and Support: April 1 – June 30

Families at @FWPS210 #earlyKreg event learned about free #earlylearning programs to help them get ready for Kindergarten <link to photo from event>

Help your child get ready for Kindergarten this fall. Register today and find out about free summer #earlylearning programs <link>

Phase: School Starts Soon: July 1 –1st week of school

It's almost #time4Kindergarten, register today and get your child #ready4Kindergarten <link>

School starts on September <date>. It's almost #time4Kindergarten! Visit your nearest school for help with paperwork. <link>

Kindergarten starts the first week of September. Is your child registered? Get help and get registered. <link>

Instagram

Use photos from archives or recent events to craft inclusive, spontaneous or thoughtful posts that resonate with audiences at a more personal or emotional level. Images also help audiences see themselves attending events and engaging with school staff.

General

[Generic photo from archives] Kindergarten is a time of discovery where children make new friends and develop a love for learning that can last a lifetime. If your child is going to be 5 before August 31, visit your nearest school to register today!

[photo from registration event] An interpreter helps parents fill out their paperwork and register their children for school. Visit your nearest school or attend our next registration event to get help registering your child in the language of your choice, and learn about free programs we're offering this summer to support your child's success in school.

Phase: Opening Registration: January 21 – March 31

[Generic photo from archives] Kindergarten is free, and it's a place where children learn how to read, write and do math. If your child is going to be 5 years old on or before August 31, 2015 visit your nearest school to register today!

[Generic photo of parent and child from archives] Help your child succeed in school by registering him or her for Kindergarten today. If your child will be 5 years old on or

before August 31st of this year, now is the time to sign up for Kindergarten and get ready for school.

Phase: Programs and Support: April 1 – June 30

[Recent photo from registration event] These parents know that Kindergarten is free, and that it's an important part of their child's education. Attend our next registration event at _____ to get help with your paperwork and learn about programs to get your child excited about school. Welcome to Kindergarten!

Phase: School Starts Soon: July 1 –1st week of school

[Photo of children walking into school] School starts on September ____, so don't delay—register for Kindergarten today. Staff is available at your nearest school to help you complete your paperwork and get ready for the first day of class.

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Programs/Benefits of Registering</p>	<p>If your child will be 5 on or before August 31, chances are they'll be attending Kindergarten in September.</p> <p>Not sure what your plans are this summer? Register your child for Kindergarten to learn about free programs and activities that will help you and your child get ready for school this fall.</p> <p>Visit your nearest school or district office for more information. Or visit roadmapracetothetop.org.</p>	<p>If your child will be 5 on or before August 31, chances are they'll be attending Kindergarten in September.</p> <p>Not sure what your plans are this summer? Register your child for Kindergarten to learn about free programs and activities that will help you and your child get ready for school this fall.</p> <p>Visit your nearest school for materials and help in different languages. <i>You can also call PHONE or go to URL for more information.</i></p>	<p>If your child will be 5 on or before August 31, chances are they'll be attending Kindergarten in September.</p> <p>Not sure what your plans are this summer? Register your child for Kindergarten to learn about free programs and activities that will help you and your child get ready for school this fall.</p> <p>Visit your nearest school for materials and help in different languages. Or visit roadmapracetothetop.org</p>
	<p>School may not start until next September, but now is the time to start getting ready. Visit your nearest school to sign up for Kindergarten and learn about free summer programs for you and your child.</p>	<p>School may not start until next September, but now is the time to start getting ready. Visit your nearest school to sign up for Kindergarten and learn about free summer programs for you and your child.</p>	<p>School may not start until next September, but now is the time to start getting ready. Visit your nearest school to sign up for Kindergarten and learn about free summer programs for you and your child.</p>

<p>Events</p>	<p>It's time to register for Kindergarten! Kindergarten is an important part of your child's education, and it's free. Districts throughout the region are hosting registration events to help families with paperwork, questions and meeting other kids, parents and caregivers.</p> <p>Go to our Facebook event page for a list of upcoming Kindergarten registration events.</p>	<p>It's time to register for Kindergarten! Kindergarten is an important part of your child's education, and it's free. Come to one of the following Kindergarten registration events and our school staff will help you with paperwork, answer questions and help you meet other families. <i><event dates and details></i>.</p> <p><i>For more information call PHONE or click here <URL></i>.</p>	<p>It's time to register for Kindergarten! Kindergarten is an important part of your child's education, and it's free. <i><District></i> is hosting Kindergarten registration events, and our school staff will help you with paperwork, answer questions and help you meet other families. <i><event dates and details></i>.</p> <p>For more information call <i>PHONE</i> or <i>click here <link to campaign event page></i>.</p>
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