

"Room to Grow"

Campaign for Wisconsin's Family Resource Centers

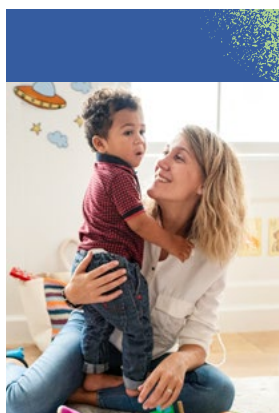
The "Room to Grow" campaign was developed to help support local Family Resource Centers throughout the state of Wisconsin in their mission to provide services, education, and resources that help build stronger families. In addition to the framework of building the "5 Strengths" protective factors, this campaign has been grounded in the universal theme that **all families have room to grow**.

This document overviews the toolkit that was created to enhance the services and connections that local organizations are already providing within their communities. In addition to ready-to-use assets, materials are available with customizable options.

RESOURCE LIBRARY

Posters and Flyers

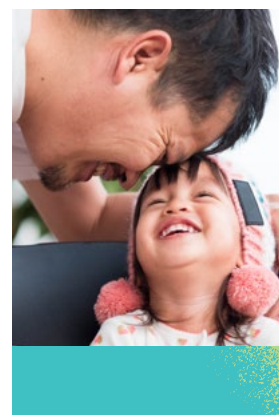
Direct Mail Postcards



Website Buttons

Yard Signs

6, 15, and 30 Second Videos



Social Media Posts

Outdoor Boards

To find out more about the 5 Strengths and other resources available, please visit www.FiveForFamilies.org.

Posters and Flyers

Templated

11"x17"

PLACE PHOTO HERE

FAMILY RESOURCE CENTER
NAME OR LOGO

Where all families have room to grow!

[FAMILY RESOURCE CENTER NAME] offers families resources and learning opportunities in a welcoming environment where every family member has room to grow. Come join us as we connect, learn, and grow together.

Our services:

- Family workshops
- Playgroups and fun events
- Parenting classes
- Educational resources
- One-on-one services

FAMILY RESOURCE CENTER

ADDRESS

WEBSITE / PHONE

OR CODE

8.5"x11"

PLACE PHOTO HERE

FAMILY RESOURCE CENTER
NAME OR LOGO

Where all families have room to grow!

[FAMILY RESOURCE CENTER NAME] offers families resources and learning opportunities in a welcoming environment where every family member has room to grow. Come join us as we connect, learn, and grow together.

Our services:

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- One-on-one services

FAMILY RESOURCE CENTER

ADDRESS

WEBSITE / PHONE

OR CODE

Ready-to-use

11"x17"

Family Resource Centers

Where all families have room to grow!



Family Resource Centers offer a welcoming environment where every family can find valuable resources, activities, and learning opportunities for building strength and dealing with life's ups and downs. Come and join us as we **connect, learn, and grow together!**

FAMILY RESOURCE CENTER

ADDRESS

WEBSITE / PHONE

Visit fiveorfamilies.org to find all the Family Resource Centers near you.

8.5"x11"

Family Resource Centers

Where all families have room to grow!



Family Resource Centers offer a welcoming environment where every family can find valuable resources, activities, and learning opportunities for building strength and dealing with life's ups and downs. Come and join us as we **connect, learn, and grow together!**

FAMILY RESOURCE CENTER

ADDRESS

WEBSITE / PHONE

Visit fiveorfamilies.org to find all the Family Resource Centers near you.

Outdoor Boards

TEMPLATED AND GENERAL

PLACE
PHOTO
HERE

[LOGO HERE]

**Where all families
have room to grow.**

ADDRESS HERE



[LOGO HERE]

**Where all families
have room to grow.**

ADDRESS HERE

Social Media Posts

1. Resources and Learning Opportunities

Templated



INSTAGRAM

[LOGO HERE]

PLACE
PHOTO
HERE

Get resources
that build
family strength.

PLACE
PHOTO
HERE

Learn more

Family Resource Centers offer valuable resources and a welcoming environment where all family members can learn and grow.

Ready-to-use



FACEBOOK/TWITTER

Family Resource Centers offer valuable resources and a welcoming environment where all family members can learn and grow.



[NAME OF FAMILY RESOURCE CENTER]

Visit us today!

[Learn more](#)

2. Defining Families

Templated



INSTAGRAM

[LOGO HERE]

PLACE
PHOTO
HERE

Every family brings
something great!

PLACE
PHOTO
HERE

Learn more

Families are unique, and Family Resource Centers welcome all to come and learn together.

Ready-to-use



FACEBOOK/TWITTER

Families are unique, and Family Resource Centers welcome all to come and learn together.



[NAME OF FAMILY RESOURCE CENTER]

Visit us today!

[Learn more](#)

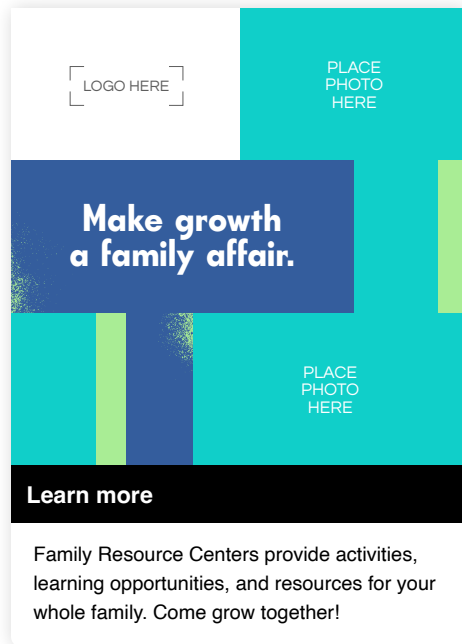
Social Media Posts

3. Activities and Resources for the Whole Family

Templated



INSTAGRAM



Ready-to-use



FACEBOOK/TWITTER

Family Resource Centers provide activities, learning opportunities, and resources for your whole family. Come grow together!



[NAME OF FAMILY RESOURCE CENTER]

Visit us today!

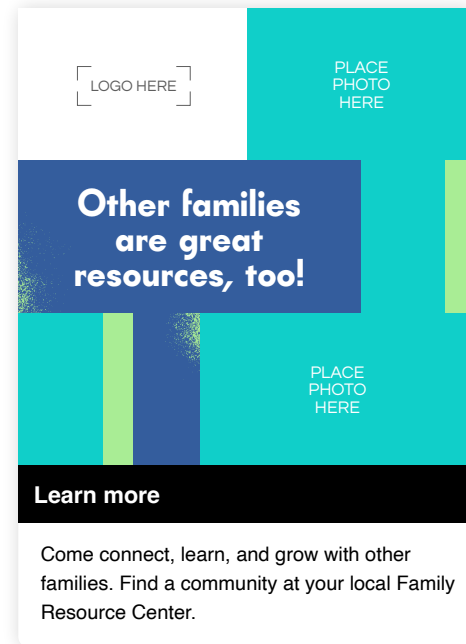
[Learn more](#)

4. Connections with Other Families

Templated



INSTAGRAM



Ready-to-use



FACEBOOK/TWITTER

Come connect, learn, and grow with other families. Find a community at your local Family Resource Center.



[NAME OF FAMILY RESOURCE CENTER]

Visit us today!

[Learn more](#)

Social Media Posts

5. Keeping Up with Growth

Templated



INSTAGRAM

[LOGO HERE]

PLACE PHOTO HERE

Learn to keep up as kids grow up.

PLACE PHOTO HERE

Learn more

Kids change fast—and parents want to be prepared. Get ideas that match your family's needs at a Family Resource Center.

Ready-to-use



FACEBOOK/TWITTER

Kids change fast—and parents want to be prepared. Get ideas that match your family's needs at a Family Resource Center.



[NAME OF FAMILY RESOURCE CENTER]

Visit us today!

[Learn more](#)

6. A Strong Family Helps Children Reach Their Potential

Templated



INSTAGRAM

[LOGO HERE]

PLACE PHOTO HERE

Build family skills that brighten futures.

PLACE PHOTO HERE

Learn more

A strong family is key to helping a child reach their potential. Family Resource Centers have the tools to help pave the way.

Ready-to-use



FACEBOOK/TWITTER

A strong family is key to helping a child reach their potential. Family Resource Centers have the tools to help pave the way.



[NAME OF FAMILY RESOURCE CENTER]

Visit us today!

[Learn more](#)

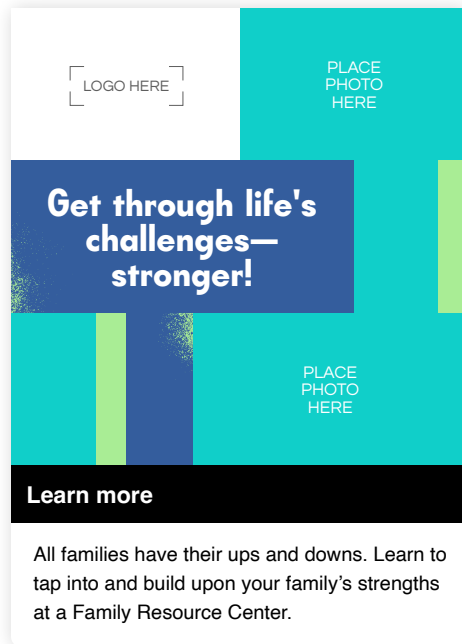
Social Media Posts

7. Learn Ways to Get Through Life's Ups and Downs

Templated



INSTAGRAM



Ready-to-use



FACEBOOK/TWITTER

All families have their ups and downs. Learn to tap into and build upon your family's strengths at a Family Resource Center.



[NAME OF FAMILY RESOURCE CENTER]

Visit us today!

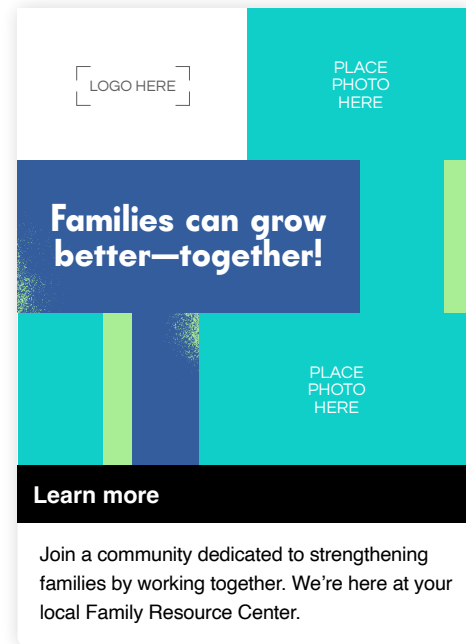
[Learn more](#)

8. Build your community

Templated



INSTAGRAM



Ready-to-use



FACEBOOK/TWITTER

Join a community dedicated to strengthening families by working together. We're here at your local Family Resource Center.



[NAME OF FAMILY RESOURCE CENTER]

Visit us today.

[Learn more](#)

Social Media Posts

9. Access supports and services — Generic

Templated



INSTAGRAM

[LOGO HERE]

PLACE PHOTO HERE

Find your opportunities for growth!

PLACE PHOTO HERE

Learn more

Where can you access a variety of services and supports designed to build family strength? At a local Family Resource Center.

Ready-to-use



FACEBOOK/TWITTER

Where can you access a variety of services and supports designed to build family strength? At a local Family Resource Center.



[NAME OF FAMILY RESOURCE CENTER]

Visit us today.

[Learn more](#)

10. Connect with staff

Templated



INSTAGRAM

[LOGO HERE]

PLACE PHOTO HERE

Build relationships that strengthen your family.

PLACE PHOTO HERE

Learn more

At your local Family Resource Center, connect with caring staff trained to support the needs and development of your family.

Ready-to-use



FACEBOOK/TWITTER

At your local Family Resource Center, connect with caring staff trained to support the needs and development of your family.



[NAME OF FAMILY RESOURCE CENTER]

Visit us today.

[Learn more](#)

Social Media Posts (Social Connections)

Dad specific

Templated



INSTAGRAM



Dad recognize dad — meaning, when fathers get together, they get how demanding it is to be a dad. Hanging out with other dads helps you learn and share tips to make that job a little easier.

Ready-to-use



FACEBOOK

Dad recognize dad — meaning, when fathers get together, they get how demanding it is to be a dad. Hanging out with other dads helps you learn and share tips to make that job a little easier.



Positive parenting

Templated



INSTAGRAM



There's no one way to parent. At [FRC], you can connect with other caregivers to learn about positive parenting. You can also share what's worked for you, plus get a little downtime with people at the same stage of life as you. Coming soon: [Upcoming FRC event]

Ready-to-use



FACEBOOK

There's no one way to parent. At [FRC], you can connect with other caregivers to learn about positive parenting. You can also share what's worked for you, plus get a little downtime with people at the same stage of life as you. Coming soon: [Upcoming FRC event]



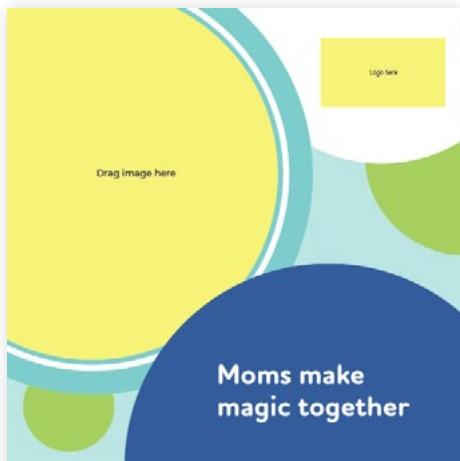
Social Media Posts (Social Connections)

Mom specific

Templated



INSTAGRAM



Ever notice how nice it is to talk to another mom at the playground or grocery store? That's because you're going through the same things, at the same time. At [FRC], you can connect with parents at fun events and learning opportunities.

Ready-to-use



FACEBOOK

Ever notice how nice it is to talk to another mom at the playground or grocery store? That's because you're going through the same things, at the same time. At [FRC], you can connect with parents at fun events and learning opportunities.



Parents as teachers: Favorite tips/tricks

Templated



INSTAGRAM



Here are a few tips from parenting pros: Tell kids what to do, not what NOT to do. Whisper 'til they listen. Ask, "What do you need right now?" At [FRC], you can connect with other parents and learn what's worked for them while sharing your own successes. Check out [FRC program feature or event/helpful services/programs].

Ready-to-use



FACEBOOK

Here are a few tips from parenting pros: Tell kids what to do, not what NOT to do. Whisper 'til they listen. Ask, "What do you need right now?" At [FRC], you can connect with other parents and learn what's worked for them while sharing your own successes. Check out [FRC program feature or event/helpful services/programs].



Social Media Posts (Social Connections)

Parents as teachers: Advice

Templated



INSTAGRAM



Know what's the best part of hanging out at [FRC]? The chance to share your experience with other parents who are going through the same stage of life. You also get to learn from each other about how to get ready for everything that's next!

Ready-to-use



FACEBOOK

Know what's the best part of hanging out at [FRC]? The chance to share your experience with other parents who are going through the same stage of life. You also get to learn from each other about how to get ready for everything that's next!



Parent testimonial I

Templated



INSTAGRAM



Being the parent you want to be is a 24/7/365 job. Check out resources at [FRC name], where you can learn helpful parenting tips and tricks. Plus, you'll get to breathe a little easier in the company of people at the same stage as you!

Ready-to-use



FACEBOOK

Being the parent you want to be is a 24/7/365 job. Check out resources at [FRC name], where you can learn helpful parenting tips and tricks. Plus, you'll get to breathe a little easier in the company of people at the same stage as you!



Social Media Posts (Social Connections)

Parent testimonial 2

Templated



INSTAGRAM



Parenting is a full-time job — and then some! At [FRC], you can pick up confidence-boosting parenting tips. These tips can help strengthen connections with your child, plus offer ways to make your journey a little bit easier.

Ready-to-use



FACEBOOK

Parenting is a full-time job — and then some! At [FRC], you can pick up confidence-boosting parenting tips. These tips can help strengthen connections with your child, plus offer ways to make your journey a little bit easier.



Direct Mail, Yard Sign, Website Button

DIRECT MAIL



YARD SIGN

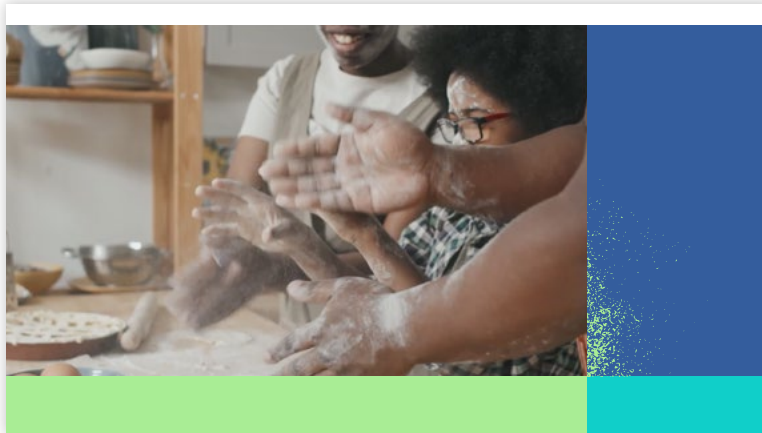


WEBSITE BUTTON

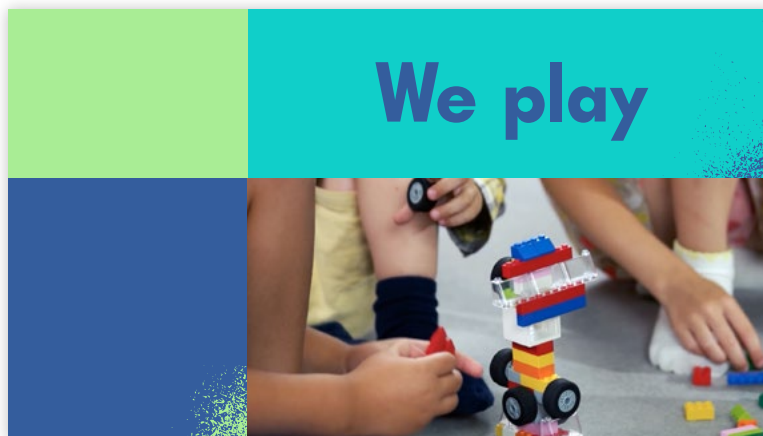


Videos

6 Seconds



15 Seconds



30 Seconds

