

# "Room to Grow"

## Campaign for Wisconsin's Family Resource Centers: Toolkit and How-to Guide

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 Toolkit and How-To Guide were 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 – and this guide includes tips for utilizing materials to complement current awareness and marketing efforts.

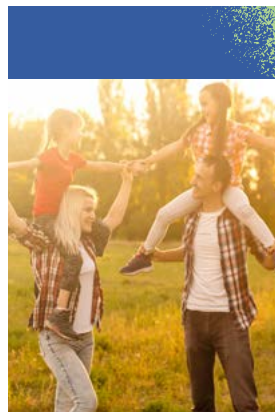
**These materials are available for immediate use and can be accessed and downloaded via the Google Drive link included with this email. Contents include:**

### Posters and Flyers



### Outdoor Boards

### Social Media Posts



### 6, 15, and 30 Second Videos

To find out more about the 5 Strengths and other resources available, please visit [www.FiveForFamilies.org](http://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.

FAMILY RESOURCE CENTER

ADDRESS

WEBSITE / PHONE

QR CODE

**Our services:**

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

## 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 [fiveforfamilies.org](http://fiveforfamilies.org) to find all the Family Resource Centers near you.

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.

FAMILY RESOURCE CENTER

ADDRESS

WEBSITE / PHONE

QR CODE

**Our services:**

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

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

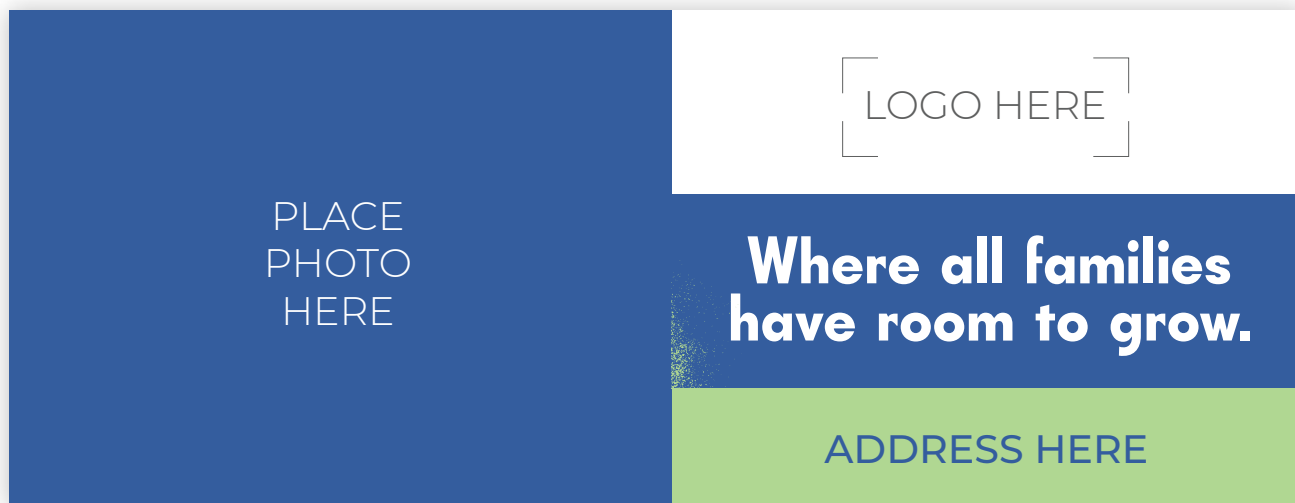
ADDRESS

WEBSITE / PHONE

Visit [fiveforfamilies.org](http://fiveforfamilies.org) to find all the Family Resource Centers near you.

# Outdoor Boards

Templated



PLACE PHOTO HERE

[ LOGO HERE ]

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

ADDRESS HERE

This is a templated outdoor board layout. It features a large blue rectangular area on the left with the text "PLACE PHOTO HERE". To the right, there is a white rectangular area containing a logo placeholder "[ LOGO HERE ]". Below the logo placeholder is a dark blue horizontal band with the text "Where all families have room to grow." in white. At the bottom right is a light green horizontal band with the text "ADDRESS HERE" in dark blue.

General



[ LOGO HERE ]

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

ADDRESS HERE

This is a general outdoor board layout. The left side features a photograph of a woman with blonde hair smiling and holding a young child. The right side has a white rectangular area with a logo placeholder "[ LOGO HERE ]". Below the logo placeholder is a dark blue horizontal band with the text "Where all families have room to grow." in white. At the bottom right is a light green horizontal band with the text "ADDRESS HERE" in dark blue.

# Social Media Posts

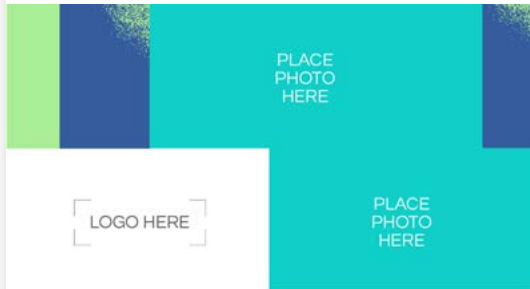
## I. Resources and Learning Opportunities

### Templated



Facebook/Twitter

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



**We're all about families.**

Visit us today!

[Learn more](#)

### Ready-to-use



Facebook/Twitter

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



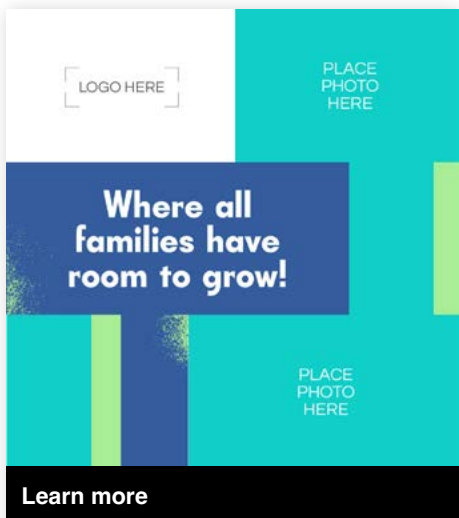
**[NAME OF FAMILY RESOURCE CENTER]**

Visit us today!

[Learn more](#)



Instagram

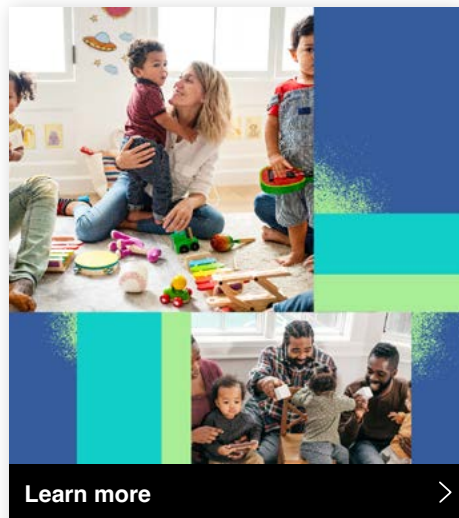


**Learn more**

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



Instagram



**Learn more**

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

# Social Media Posts

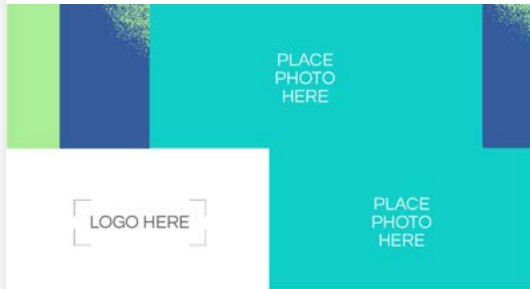
## 2. Defining Families

### Templated



Facebook/Twitter

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



**All families welcome.**

Visit us today!

[Learn more](#)

### Ready-to-use



Facebook/Twitter

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



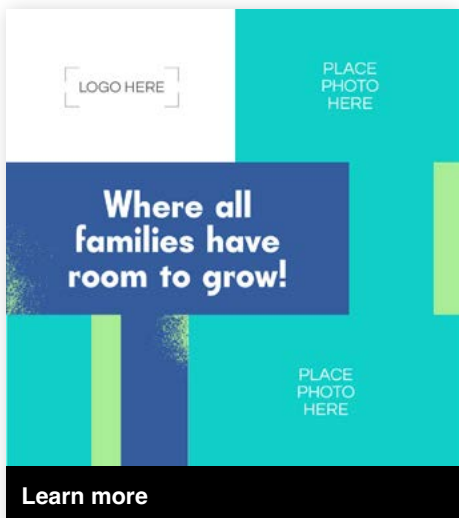
**[NAME OF FAMILY RESOURCE CENTER]**

Visit us today!

[Learn more](#)



Instagram



**Learn more**

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



Instagram



**Learn more**

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

# Social Media Posts

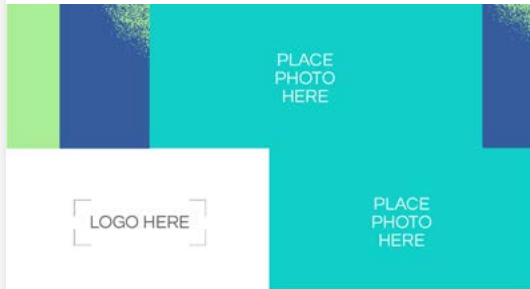
## 3. Activities and Resources for the Whole Family

### Templated



Facebook/Twitter

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



**We're all about families.**

Visit us today!

[Learn more](#)

### Ready-to-use



Facebook/Twitter

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



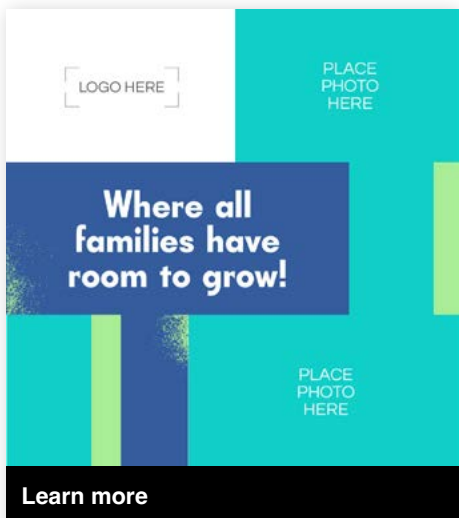
**[NAME OF FAMILY RESOURCE CENTER]**

Visit us today!

[Learn more](#)



Instagram



**Learn more**

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



Instagram



**Learn more**

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

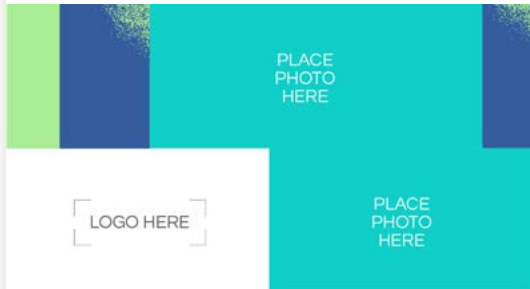
# Social Media Posts

## 4. Connections with Other Families

### Templated



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



**Find your connection.**

Visit us today!

[Learn more](#)

### Ready-to-use



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



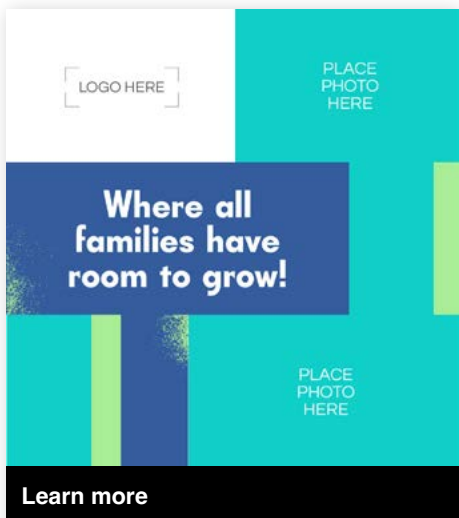
**[NAME OF FAMILY RESOURCE CENTER]**

Visit us today!

[Learn more](#)



Instagram

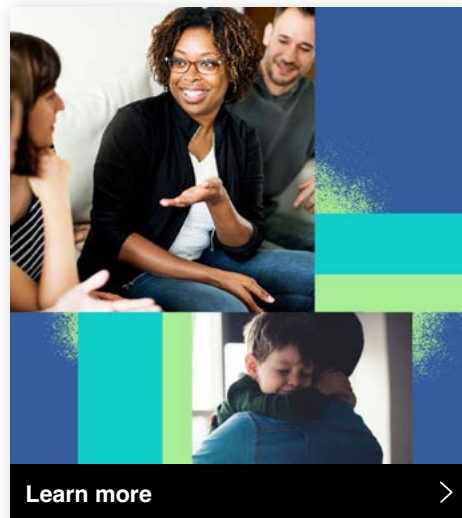


**Learn more**

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



Instagram



**Learn more**

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

# Social Media Posts

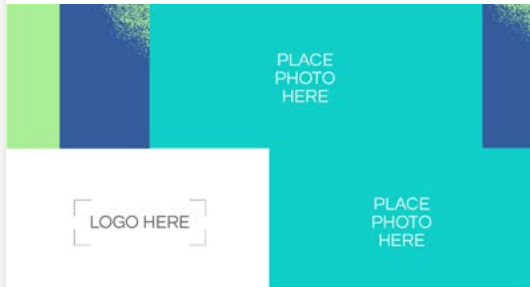
## 5. Keeping Up with Growth

### Templated



Facebook/Twitter

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



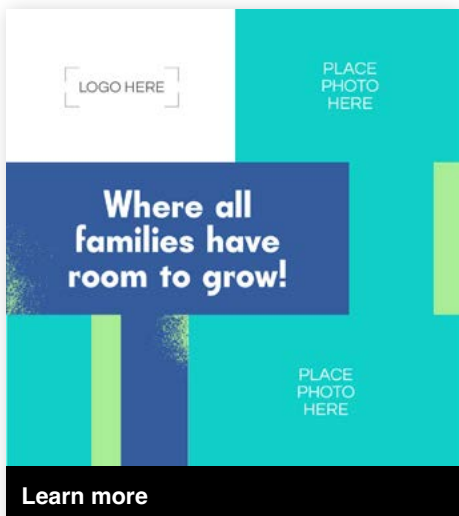
**Learn from those who've been there.**

Visit us today!

[Learn more](#)



Instagram



**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.



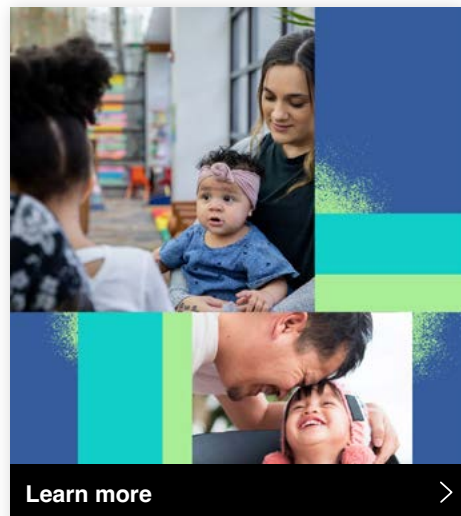
**[NAME OF FAMILY RESOURCE CENTER]**

Visit us today!

[Learn more](#)



Instagram



**Learn more**

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



# Social Media Posts

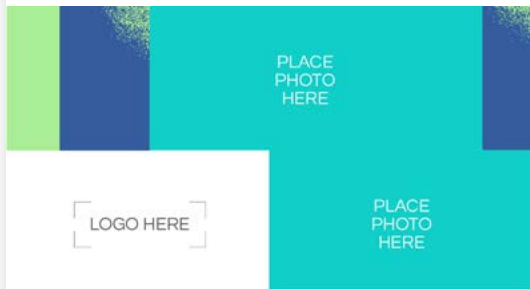
## 6. A Strong Family Helps Children Reach Their Potential

### Templated



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.



**Families succeed together.**

Visit us today!

[Learn more](#)

### 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](#)



Instagram



[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.



Instagram



[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.

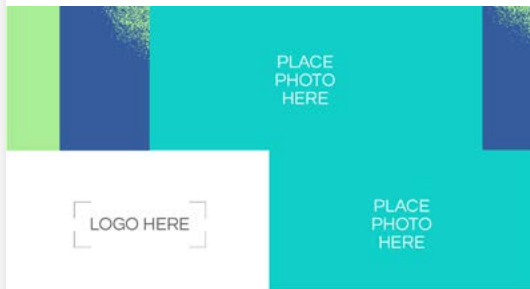
# Social Media Posts

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

### Templated

  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.



**Your best is yet to come.**

Visit us today!

[Learn more](#)

### 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](#)

 Instagram



[Learn more](#)

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

 Instagram



[Learn more](#)

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

# Videos

6 Seconds



15 Seconds



30 Seconds



# Family Resource Centers: Messaging Strategy

## The goal of this Messaging Strategy for the "Room to Grow" Campaign:

As a Family Resource Center, you serve as a welcoming space that provides services and opportunities designed to strengthen families in your community. It's valuable work, and the goal is to reach as many families as possible and raise awareness about the values and benefits of Wisconsin's Family Resource Centers. Below are some key messaging points you can use when reaching out to your community. This messaging will be conveyed throughout all "Room to Grow" campaign deliverables and media outreach.

Start by thinking about the unique values and services you bring to the families in your community.

- › What do parents and caregivers like about your specific services?
- › How do families feel when they're at your location?
- › How have you tailored your services to the families within your local community?
- › What makes your Family Resource Center "the place to be" over other local parent education options?

Knowing what makes you such an excellent resource for families will help in media interviews and other community interactions.



## Family Resource Centers:

# Where all families have room to grow

Family Resource Centers are safe, enriching, and respectful spaces for all families to learn, connect, and grow together through fun and educational programs. They reflect the specific needs, cultures, and interests of the families and communities they serve.

While other parenting education options and children's activities exist in many communities, Family Resource Centers' services are centered around proven approaches to help parents and caregivers:

- › Teach children how to understand their feelings.
- › Feel prepared for new challenges as children grow.
- › Connect with other families and share lived experiences.
- › Build inner strength and resiliency.
- › Recognize their family's needs and guide them to find help.

This approach brings families into warm, engaging spaces to connect with other families and learn from each other in a no-stress environment. Families come together at workshops, playgroups, and fun events and learn through parenting classes, educational resources, and one-on-one services. Families walk away feeling enriched and connected to others, able to share their own strengths with their communities.

## Who Are Family Resource Centers for?

Family Resource Centers promote an inclusive and holistic definition of family, embracing any adult providing care to a child in their life. Activities and services are available for children from birth to toddler to teen. You'll also find connections and support for singles, co-parenting couples, same-sex parents, multigenerational families, foster families, and more. Family Resource Centers embrace all families!

## How Can a Family Experience a Family Resource Center?

Family Resource Centers want every family to have easy access to their services so that all families can thrive! To experience a Family Resource Center:

1. Find a Family Resource Center near you at [fiveforfamilies.org](http://fiveforfamilies.org).
2. Contact the Family Resource Centers near you to learn what resources and activities they provide.
3. Drop in during the day, so your child can play and you can connect with other parents.
4. Think about what activities would be best for your family. If they don't have them, ask.



## More About Family Resource Centers in Wisconsin

There are more than 50 Family Resource Centers throughout Wisconsin, in both rural and urban locations. Each Family Resource Center serves as a community-based hub of services designed to strengthen and enrich families and tailors their services and supports to the needs of their community.

Programs and activities are typically provided at no or low cost and are available to children ages 0-16 and their parents and caregivers. Some Family Resource Centers can also connect families with other community resources to make ends meet, such as access to healthy foods, safe housing, and financial assistance.

Organizations that function as Family Resource Centers go by many names, and their services are diverse. However, they are all unified in a shared goal of partnering with parents and caregivers to help children and youth of all ages – from every kind of family – thrive in a safe, healthy, and nurturing environment.



## Talking Points on Impact

### Why does this matter for a child?

95% of a child's brain is already developed by age six. This critical period is the groundwork for future healthy development and success. Being raised in a supportive, healthy family with strong community connections can help create lifelong health and emotional benefits for a child.

### Why does this matter for a parent or caregiver?

Parenting has a learning curve that never stops, and there's always something new to learn and experience as your child grows. And all families go through highs and lows and face unique challenges. At Family Resource Centers, parents and caregivers enter a caring, respectful community where they can connect with others like them and gain the knowledge, skills, and support to enable their family to get through the challenging times and emerge stronger.

### **Why does this matter for a community?**

Strong, healthy communities are a product of the people who live in them. When children are supported and nurtured, they are more likely to grow into adults who thrive in their own families, careers, and communities.

### **Evaluate and Tailor Your Messages**

If you are looking to promote general awareness, this messaging strategy is a great place to start. But if you're looking to take your communications to the next level, here are some tips to help you tailor your messages more effectively:

- › Talk to the families that enjoy your services and find out what helped motivate them to seek out your organization – and what keeps them coming back.
  - Ask if any of these families would be interested in appearing in communications or sharing their family strengthening success stories in your materials.
- › Consider target audiences who aren't using your services yet and brainstorm why that may be. Then, create a plan to try and reach them more directly with your messages and imagery.
- › Look at your current communications for any language that may be creating barriers – are you using words that may have stigma attached to them? Are you speaking too broadly (folks don't know what you are offering) or too specifically (folks can't see themselves in your words)?

### **Sharing the Message**

While Family Resource Centers (FRCs) benefit children, parents, caregivers, and communities, many people don't know about their services and resources. The "Room to Grow" campaign is working to share the message of the existence and benefits of Family Resource Centers throughout Wisconsin so more families learn about these valuable resources available to them in many communities.

Do you feel like you have a great story to tell about your individual FRC and Wisconsin's FRCs, but you just aren't finding the right place to tell it? Securing those opportunities to use the talking points above and reach your target audience is also an essential step in putting these pointers into play. Here are a few ways to start building up your earned media efforts:

- › Build relationships with media vendors like local news, radio stations, and publications to help earn interviews or place PSA spots by reaching out when you have an event, new service, significant anniversary, and more.
  - Reach out to the local sales manager that's on the website of the media channel you're looking at, and remember to be persuasive about the brand safety and goodwill of your organization to negotiate better rates.
  - Media partner KW2 may also be able to provide contacts with established vendors. Reach out to [jskowron@kw2madison.com](mailto:jskowron@kw2madison.com) for assistance.
- › Make a list of community organizations that would be natural partners to your organization and reach out to them. Think about schools, nonprofits, religious centers, and more who may have great referral potential.
- › Capitalize on statewide or national efforts and special events. For example, April is "Family Strengthening Month" and the perfect time to pump up promotions. If you have an annual event or local fundraiser that has some community awareness, use that buzz to talk about other offerings you have as well.

# Promoting in Paid Media

In addition to working on organic efforts in your areas, media vendors will have opportunities where you can use a communications or marketing budget to place paid media. This toolkit includes posters and flyers, outdoor boards, and a video that can be used for PSA spots, out-of-home advertising, movie theatre pre-roll, distribution to other local businesses and organizations, and more.

Each of the materials has opportunities for customization. While these materials can certainly be used as-is, we encourage FRCs to ensure that the name and/or logo, physical address, and contact (website/phone) of your organization is added into the templated boxes.

Note that you also have options with photos already included and options where you can add photos of your local families. We've offered both options so you can decide how customized you would like to make the materials.



## Other Tips for Customizing:

- › Posters and flyers are a great place to add more information that you want to share about your organization. Folks can often take flyers with them and may have time to stop and read a well-placed poster, so adding those persuasive points works well here!

- › Outdoor boards usually only have a few seconds of attention on them at one time, so keeping the key information big, concise, and inviting is the name of the game.
- › The more specific services and resources you can list, the more likely families will be able to see themselves finding the one that is right for them.

## Making the Paid Media Ask

- › Use the messaging strategy to help explain your organization's offerings and objectives.
- › Emphasize how important your services are.
- › Ask about vendor rules regarding PSA advertising and how your organization can best partner with the station.
- › Share the creative assets in this toolkit that you want to place.

## Best Practices

- › Answer emails and phone calls promptly when a station responds and expresses interest.
- › Provide materials in a way that is easy for the station, like toolkit assets that are fully customized or well-prepared interviewees.
- › Allow two weeks of production timing for the station to run your paid media.
- › Place a mix of media if you have budget for it. The more materials a person sees, the more awareness sinks in and drives action.

# Enhancing Social Media Efforts

Social media spaces are a great way to increase awareness and engagement of your organization in a cost-effective and highly targetable way. This toolkit includes seven sets of social media posts, including logo-ready templates to customize to your organization, and generic, ready-to-post assets that are optimally sized for Facebook/ Twitter and Instagram. Use these posts as a starting point to build out some planned digital content – not every social platform needs to be used, and toolkit assets can be used in an order and timing that works best for your organization.

## Tips for Posting

- › Think about posting at times when social media usage is highest such as 8:00 AM, 12:00 PM, and 5:00 PM.
- › The amount you should post to your FRC's social accounts varies by channel. In general, we advise you post on:
  - Instagram - between 3-7 times per week.
  - Facebook - once per day but no more than twice per day.
  - Twitter - between 1 and 5 tweets per day.
- › Of course, the above is the ideal state. If you can only post a few times a week, that is better than not posting at all!
- › While you don't need to post to every platform every time, make sure your popular platforms are getting frequent posts to maximize your potential engagement.
- › Include a link to your organization website to learn more.
- › With the core set of seven posts, we strongly recommend keeping the copy consistent, so the messaging starts making an impact across



the state. If you do want to add to a post, we recommend adding information after a paragraph break, such as a coming event or an activity that week, leaving the core copy consistent.

- › If you are posting organically, feel free to add additional posts to the rotation shared with this toolkit. Have a great story from a frequent attendee? Are your services more specific than what we've outlined? Add on those personal tidbits.
- › Ask co-workers and partners to like, comment, and share posts.
- › If posting organically, add in a conversation starter that your followers can run with. And make sure to reply to all comments that pop up on the post.



# Paid Media Vs. Organic Posts

## What's the Difference?

The social posts included in this toolkit are great for either paid media or organic posts from your organization's social platforms. Not sure what is the best route for your organization? Take a look at this handy chart to help you get started.

### Paid Media

Posts that your organization can pay for to place ads that will show up in the feeds of a wider audience

---

Can be targeted to a specific audience, geography, or demographic

---

Specific character limits so the message has to be tight, catchy, and clear. (Note the posts in this toolkit will fit within these character limits.)

---

Call-to-action opportunities with direct links to your organization's webpage

---

### Organic Posts

Posts that your organization can freely post directly onto a personal or business page that will show up to followers of that page

---

You can pay to "boost" a post to reach more followers for high-performing posts

---

Have more opportunity for direct engagement and conversation with followers

---

Higher character limits to add messaging to the core content

---

This publication was made possible by Grant Number 90TP007601 from the Office of Child Care, Administration for Children and Families, and U.S. Department of Health and Human Services. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Office of Child Care, the Administration for Children and Families, or the U.S. Department of Health and Human Services.