2019 Toolkit
#GaPreKWeek
www.GaPreKWeek.com

OCTOBER 7 TO OCTOBER 11, 2019
What is Pre-K Week?

The research is clear: children who enter Kindergarten with the skills, knowledge, and attitudes they need to succeed are more likely than their peers to experience later academic achievement and attain higher levels of education.

Georgia’s Pre-K Program is a voluntary, free program available to all of Georgia’s four-year-olds regardless of parental income. Approximately 1.6 million Georgia students have been served by Georgia’s Pre-K since it began in 1992. The program continues to be nationally recognized for its success.

Pre-K Week began nine years ago when funding for the state's universal Pre-K program was in jeopardy. The first week of October is now dedicated to raising awareness of the importance and benefits of a quality Pre-K across our state by providing leaders the opportunity to engage with classrooms in their local communities.
What is in the 2019 Toolkit?

Included in this year's toolkit:

- Sample social media posts
- (including tweets, Facebook posts, and infographics)
- Sample press releases
- Sample Newsletter/website
- blurb
Quick Social Media Tips

- Keep your posts short
- Add a picture to every post
- Be sure to include #GaPreKWeek
- hashtag in your posts!
Join us from Oct. 7 – Oct. 11 in celebrating quality early learning for #GaPreKWeek

Children enrolled in #GaPreK continue to show gains through the end of first grade. That’s why I support #GaPreKWeek

About 1.6 million children have been served by #GaPreK since it began in 1992. #EarlyLearning works! #GaPreKWeek

65% of GA’s children under age 6 have working parents. You know someone benefitting from #EarlyLearning. #GaPreKWeek

More than 3,100 programs participate in Quality Rated, the voluntary quality improvement system for child care in GA. #GAPreKWeek

#GaPreK has grown! It started as a pilot program in 1992 serving 750 children and now serves 81,000 children annually. #GaPreKWeek

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Did you know: in the first few years of a child’s life, 700 new neural connections are formed every second. #GaPreKWeek

Children in #GaPreK show significant growth in math, literacy & social-emotional skills regardless of income. #GaPreKWeek

I support #GaPrekWeek because early learning is the foundation for all future success in school, in the workforce and in life.

Quality early learning leads to higher graduation rates, and actually saves money for the government, that’s why I support #GaPreKWeek

By 2022 #ChildCare will be one of the fastest growing industries in GA. Just one more reason to support #GaPreKWeek!

The early care and education industry in GA creates over 67,000 jobs and generates $4.7 billion of economic activity each year. #GaPreKWeek

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Facebook Posts

Quality early learning for young children improves third grade reading proficiency and increases high school graduation rates. One of the many reasons I support #GaPreKWeek

Early care and education is vital to GA’s economy! The industry creates over 67,000 jobs and generates $4.7 billion of economic activity each year. http://bit.ly/2xCxmxB #GaPreKWeek

Research has proven that early childhood experiences and education shape the brain. One of the many reasons that quality early learning is essential for young children #GaPreKWeek

#GaPreK supports Georgia’s parents! Parents with children enrolled in quality early learning have been shown to miss fewer days of work and earn more income to support their family. Learn more: http://bit.ly/2xCxmxB

Demand is still high! At the end of the 2017-18 school year, there were still 4,030 kids on the waitlist for #GaPreK. One of the many reasons I support #GaPreKWeek

‘Always attach a picture to grab your audience’s attention in their feed"
Facebook/Twitter Covers

It's Pre-K Week !!!!!!!

Join us as we celebrate quality Pre-K learning across the state!
#GaPreKWeek #asolidstart

*Click image to download (sample is sized correctly)
Facebook/Twitter Profile

Pictures

*Click image to download (sample is sized correctly)
Infographics

80,536 kids enrolled in Georgia's Pre-K in the 2017-2018 school year. That's 60% of all four-year-olds in Georgia.
Did You Know?

Georgia's Pre-K Program

WAS THE FIRST STATE-FUNDED, UNIVERSAL PRE-K PROGRAM IN THE COUNTRY.
Georgia's Pre-K laid the foundation for future academic success for **1.6 MILLION** of Georgia's youth.
Children in Georgia's Pre-K show significant growth across all learning domains, including math skills, language and literacy skills, and social-emotional skills. That's why we support #GaPreKWeek.
Georgia is one of only ten states and D.C. that provide high-quality care to more than 50% of 4-year-olds.

*Click image to download*
Media Tips

Note: Be sure to collect signed photo releases from parents before your Pre-K Week event.

On-site Media Coverage:
Invite media to your Pre-K Week event, especially if you expect a legislator or prominent community members to attend:

1. One week before your Pre-K Week event, call your local newspaper and/or TV station. Ask for the assignment desk. Get the name, email address and phone number of the person who covers education or community events. Many news outlets no longer have a dedicated education reporter, so this may be an assignment manager, producer or the general news email.

2. Send a press release to the email you were given. Be sure to paste the press release into the text of the email. Attachments are rarely opened. (A template for the press release is available on our Pre-K Week webpage: GaPreKWeek.com.)

3. Two days before your Pre-K Week event, follow up with your contacts with an email and a phone call. Confirm that they received your press release, and see if they have it assigned to a reporter or photographer, and if they plan to attend. They will not give you a guarantee. Be prepared for them to quickly tell you they cannot guarantee coverage.
   a. Remind them of the details and tell them if anything has changed, especially if a legislator or community leader has confirmed that he will be at the event.
   b. If a newspaper can't send a reporter, ask if they can send a photographer.
   c. If they can't send a reporter or photographer, ask if you can submit a photo with caption for inclusion in their newspaper and website. Ask for the name and contact information for the person responsible for receiving this information.
Media Tips

Submitting News to Media:

If media cannot attend your event, send photographs to the media, complete with captions from your Pre-K Week event.

On the day of the event or no later than the next day, e-mail a high-resolution photograph with a caption to the appropriate media contact. You will need to provide the full names of adults, especially legislators or community leaders, who are clearly identifiable in the photos.

Here are two examples of photo captions:

“(Name of legislator or community leader) visited children at (Center Name) on (day of the week) as part of Georgia Pre-K Week, a statewide initiative Oct. 7-11 hosted by Voices for Georgia’s Children and its partners to celebrate quality early education and the Georgia Pre-K Program.”

“Children at (Center Name) participated in (type of activity) on (day of the week) as part of Georgia Pre-K Week, a statewide initiative Oct. 7-11 hosted by Voices for Georgia’s Children and its partners to celebrate quality early education and the Georgia Pre-K Program.”
More on www.GaPreKWeek.com

Click to Download

Sample Press Release
GA Pre-K Week Style Guide
Fact Sheets