

NOV 13 TO NOV 24- 2023



Created by:
CSPC



**TRUST
FAMILIES,
TRUST FFN
CSPC**

CARING OUR WAY TO SUCCESS



720-505-9162 | www.coparentcoalition.org
COLORADO STATEWIDE PARENT COALITION

Table of Contents

01	Welcome to the "Trust Families, Trust FFN!" Campaign	05	Social Messaging
01	Our Goals	08	Logos
01	Why Media, Legislators, and Pediatricians Matter	09	Week 7: Building Strong Communities
02	How You Can Support	10	Week 8: Call to Action!
03	Brand Guidelines	11	Thank you!-Follow us!-Toolkit#1, #2, #3

Welcome to the:

TRUST FAMILIES, TRUST FFN!

C A M P A I G N

Dear Partners and Supporters,

We are thrilled to welcome you to the "Trust Families, Trust FFN!" campaign, a heartfelt initiative dedicated to shedding light on the unsung heroes of childcare – Family, Friend, and Neighbor (FFN) caregivers. This campaign aims to celebrate the essential role FFN providers play in nurturing our children, offering them a safe and loving environment, and supporting families as they work or pursue their dreams.

At its core, "Trust Families, Trust FFN!" is a movement of recognition and appreciation. It's about acknowledging the vital contributions of FFN caregivers and advocating for the resources, support, and respect they deserve. We believe that by trusting FFN providers, we are also trusting in the strength and resilience of families and communities.

Our Goals:

- **Raise Awareness:** We want to ensure that FFN caregivers receive the recognition they deserve for the invaluable care they provide to children.
- **Promote Education:** We aim to highlight the importance of educational opportunities and resources for FFN caregivers.
- **Advocate for Support:** We advocate for policies and community initiatives that support FFN caregivers in their essential role.
- **Celebrate Diversity:** We celebrate the rich diversity among FFN caregivers and the cultural relevancy and language access they bring to childcare.

Why Media, Policy Makers, and Pediatricians Matter:

Our campaign has identified three critical pillars of support: Media, Legislators, and Pediatricians.

Media play a crucial role in amplifying our message and raising awareness.

Policy Makers: have the power to enact policies and allocate resources that can directly impact FFN caregivers and the families they serve.

Pediatricians, as trusted healthcare professionals, can influence parents' childcare decisions. Its important they understand all quality options available including FFN.

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How You Can Support:

Your partnership is crucial in making this campaign a success. By sharing our messages, engaging with our posts, and using the **#TrustFamiliesTrustFFN** and **#trustFFN** hashtags, you can help us reach a wider audience and amplify the voices of FFN caregivers.

In this toolkit, you'll find valuable resources, including social media content, key messages. We've organized the campaign in **4 toolkits, 1 every 2 weeks**, each with specific goals and messages. Together, we can create a movement that truly celebrates the unsung heroes of childcare.

Thank you for joining us on this journey to trust families and trust FFN caregivers. Together, we can make a positive impact on the lives of children, families, and communities.
Warm regards,

**Colorado Statewide
Parent Coalition Team**

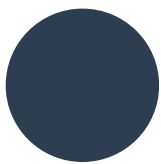
TOOLKIT # TRUST FAMILIES TRUST FFN

Brand Guidelines

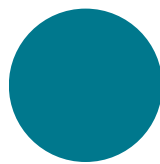
At CSPC our campaign **Trust Families, Trust FFN!**, we're dedicated to building trust in Families and Friends, Family, and Neighbors (FFN) caregivers. Our brand guidelines ensure that our mission and message are communicated consistently and effectively.

Color Palette

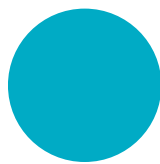
Our color palette reflects our commitment to inclusivity and vibrancy. It includes warm and inviting colors that symbolize trust, support, and diversity. The primary colors are:



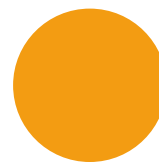
Unity Gray
#2C3E50



Trust Green
#00788D



Harmony Green
#00ABC5



Inclusivity Orange
#F39C12



Peace Gray
#ECF0F1

Font

Our chosen font is 'Rubik,' which balances readability and modernity. It conveys a friendly, approachable tone while ensuring our messages are clear and accessible.

Title/Headline

Rubik Bold

Body Copy

Rubik Regular

TOOLKIT # TRUST FAMILIES TRUST FFN

Brand Guidelines

Logo

Our logo is a combination of the 'Trust Families, Trust FFN!' campaign name and a symbolic representation of a united family circle. The circular design signifies inclusivity and unity, highlighting the importance of family bonds and FFN caregivers in our community.

**TRUST
FAMILIES
TRUST FFN**



**TRUST
FAMILIES
TRUST FFN
CSPC**

Please do this:

- **Place the logo prominently:** Ensure the campaign logo is prominently displayed in your materials to help raise awareness effectively.
- **Maintain clear space:** Leave adequate clear space around the logo to ensure it remains easily distinguishable and uncluttered.
- **Use approved colors:** Stick to the specified color palette when reproducing the logo to maintain brand consistency.
- **Scale proportionally:** Resize the logo proportionally to prevent distortion, maintaining its original aspect ratio.
- **Place your nonprofit's logo :** Alongside the Trust families, Trust FFN Logo



TOOLKIT # TRUST FAMILIES TRUST FFN

Social Messaging

Hashtags

#TrustFamiliesTrustFFN

#TrustFFN

Social Media Tips

These tips are intended for situations where you wish to craft your own social media posts or if you have a personal story related to the campaign that you'd like to contribute and integrate into our ongoing 'Trust Families, Trust FFN!' initiative.

X (Twitter):

- **Short and Engaging:** Craft concise, exciting tweets that capture attention. Accompany them with captivating imagery that encourages audiences to follow the TFTF journey.
- **Harness the Power of Hashtags:** Utilize recommended hashtags like #TrustFamiliesTrustFFN and #TrustFFN to reach wider audiences. Incorporate relevant and trending hashtags to expand your reach even further.
- **Engagement is Key:** Don't hesitate to Retweet, Reply, and Like content from other nonprofits and individuals who engage with you. Foster a sense of community and collaboration.

Instagram:

- **Visual Storytelling:** Showcase your mission, passion, and community involvement through impactful imagery. Keep captions brief, highlighting the "why" behind TFTF.
- **Hashtag Effectiveness:** Harness hashtags on Instagram to enhance discoverability. In addition to the recommended tags, use relevant keywords to connect with fresh audiences.
- **Stories Speak:** Utilize Instagram Stories to maintain campaign visibility. Stories appear at the top of followers' feeds, making them an ideal platform to share your TFTF experience.

TOOLKIT # TRUST FAMILIES TRUST FFN

Social Messaging

Social Media Tips

Facebook:

- **Compelling Opening:** Begin your Facebook posts with captivating sentences to immediately grab readers' attention.
- **Engaging Long-Form Content:** Facebook appreciates lengthy posts that garner engagement. Share stories of FFN providers, emphasize your community impact, and explain how TFTF drives positive change.
- **Visual Appeal:** Employ visuals that convey your dedication and inspiration within the community. Craft content that resonates with your audience.
- **Involve Your Audience:** Encourage direct participation from your audience by posing questions, conducting polls, and soliciting feedback. Foster a sense of inclusion in all aspects of the campaign.

Copy Social Media

The copy and paste social media posts are pre-written messages that our partners can easily use during the campaign. These are designed to be paired with any graphic at any time during the campaign. These posts cover various aspects of our campaign, including awareness, education, and advocacy, and are optimized for different social media platforms like X(Twitter), Instagram, and Facebook.

X(Twitter):

- 🌟 Join the movement to support FFN caregivers! 🏠 Discover the incredible advantages of Friends, Family, and Neighbors (FFN) childcare and why they deserve our recognition. #TrustFamiliesTrustFFN #trustFFN
- 🌟 It's time to recognize FFN caregivers—the backbone of childcare! 💪 Share your #TrustFamiliesTrustFFN story and let's celebrate their incredible contributions to our children's lives. Together, we can make a change! #FFNCaregivers #trustFFN

Social Messaging

Copy Social Media

- 🧑‍🎓 Every child deserves a caring environment to grow and learn. FFN caregivers provide just that! ❤️ Join us in raising awareness for #FFNCare and show your support for these unsung heroes. Together, we can make a difference. #TrustFamiliesTrustFFN #trustFFN#ChildcareHeroes #FFNCaregivers

Instagram:

- 🙌 Let's celebrate the unsung heroes of childcare, FFN caregivers! 🌟 Their nurturing care makes a difference. Use #TrustFamiliesTrustFFN to share your FFN stories and help us advocate for their recognition. Together, we can create a brighter future for our children. ❤️ #trustFFN #FFNCaregivers #TrustFamiliesTrustFFN
- 🌈 Join the movement to empower FFN caregivers! 🏠 Share your FFN stories with #TrustFamiliesTrustFFN and help us shine a spotlight on these everyday heroes. Together, we can ensure all children receive the love and care they deserve. ❤️ #FFNCaregivers #trustFFN
- 🚀 Let's champion the vital role of FFN caregivers in childcare! 💪 let's honor these incredible caregivers. Your voice matters in advocating for their recognition. Together, we can build a brighter future for our children. 🌟 #TrustFamiliesTrustFFN #FFNCaregivers #trustFFN

Facebook:

- 🏠 #TrustFamiliesTrustFFN! 🌟 Friends, Family, and Neighbors (FFN) caregivers play a vital role in childcare, often overlooked. Join us in raising awareness and advocating for their recognition. Use our campaign hashtag and share your FFN stories to support this cause. Together, we can make a difference! ❤️ #trustFFN #FFNCaregivers
- 🧑‍🎓 FFN caregivers are everyday heroes who deserve recognition. 🌟 let's #TrustFamiliesTrustFFN to amplify their voices and advocate for their essential role in childcare. Join us in this meaningful journey! #FFNCaregivers #trustFFN

TOOLKIT # TRUST FAMILIES TRUST FFN

Graphics

Logos

Please download our logos to join the campaign!



Logotype [↓ .png](#)
DOWNLOAD [↓ .jpg](#)



Logo [↓ .png](#)
DOWNLOAD [↓ .jpg](#)

TOOLKIT # TRUST FAMILIES TRUST FFN

Graphics

Week 7 : Building Strong Communities

In Week 7, discover how FFN providers build meaningful bonds with families, fostering community cohesion. We'll also emphasize the importance of cultural competence and celebrate the diverse backgrounds of FFN caregivers, enriching the lives of the children they care for. Join us in recognizing the community-building power of FFN providers!

Please download the graphic, copy the description and post it in your social media!



Monday

11/13/23

[DOWNLOAD](#)



FFN Providers and families unite!

Today, we're sharing moving stories highlighting the impact of FFN childcare on community bonds. Let's cherish these connections and emphasize the importance of FFN providers. ❤️

#TrustFamiliesTrustFFN
#TrustFFN #FFNHeroes



Wednesday

11/15/23

[DOWNLOAD](#)



Dive into the vibrant world of FFN providers! 🌍

Our latest blog explores the cultural richness they bring to childcare. Discover how this experience benefits children's growth and understanding of the world.

Read more:
<https://coparentcoalition.org/cultural-richness-of-ffn/>

#TrustFamiliesTrustFFN
#TrustFFN #FFNHeroes



Friday

11/17/23

[DOWNLOAD](#)



Celebrate Diversity!

Let's celebrate the beautiful mosaic of diversity among our FFN providers! Their unique backgrounds bring a world of enrichment to the children they care for. Today, we honor and appreciate the wonderful diversity that makes our communities stronger.

#TrustFamiliesTrustFFN
#TrustFFN #FFNHeroes

TOOLKIT # TRUST FAMILIES TRUST FFN

Graphics

Week 8: Call to Action!

In our final week, Week 8, we're calling on all champions of early childhood education and FFN providers to unite and take action. It's time to translate awareness into lasting change. Discover the tangible steps we can all take, from supporting policies that recognize and support FFN providers to amplifying their voices in our communities. Let's join hands and make a lasting impact on the lives of children and families by advocating for FFN providers and the vital role they play in our society. Together, we can build a brighter future for all.

Please download the graphic, copy the description and post it in your social media!



Monday 11/20/23

[DOWNLOAD](#)



5 Top reasons to invest in FFN Care

FFN care is the most utilized but underfunded form of childcare. Investing in FFN means promoting racial equity, cultural competence, and supporting families. Join us in advocating for change!

#TrustFamiliesTrustFFN
#TrustFFN #FFNHeroes



Wednesday 11/22/23

[DOWNLOAD](#)



Take Action Now!

🗣️ Raise your voice for Family, Friend, and Neighbor (FFN) childcare providers! They play a vital role in early education. Let your elective officials know you support FFN childcare policy. Together, we can make a difference. Send Here:

<https://coparentcoalition.salsalabs.org/TrustFamiliesTrustFFN>

#TrustFamiliesTrustFFN
#TrustFFN



Friday 11/24/23

[DOWNLOAD](#)



Thank you, Champions!

As we conclude the #TrustFamiliesTrustFFN campaign, our gratitude knows no bounds. Together, we've raised awareness about the incredible work FFN providers do every day, nurturing children and strengthening communities. You are the champions of positive change in early childhood education.

Let's continue to uplift FFN providers, recognizing their immense value in our communities. Together, we shape a brighter future for children.

#TrustFFN #FFNHeroes

THANK YOU!

Please Share and like!



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Thank you for joining us in our mission to celebrate and support Friends, Family, and Neighbors (FFN) childcare providers! Your dedication to this cause is deeply appreciated. As we move forward with our campaign, we want to remind you that this toolkit is just the beginning.

Over the course of the next two months, we will be releasing four toolkits, one every two weeks, each packed with valuable resources, insights, and stories. We encourage you to not only download this toolkit but also keep an eye out for the upcoming ones. By doing so, you'll not only stay informed but also play an essential role in advocating for the recognition and support of FFN childcare providers. Together, we can make a significant impact and ensure that FFN providers receive the acknowledgment and resources they truly deserve.

ToolKit#1

[Find here!](#)

ToolKit#2

[Find here!](#)

ToolKit#3

[Find here!](#)

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