



## University of Wisconsin - Oshkosh

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# EXECUTIVE SUMMARY

First Five Fox Valley (FFFV) is a coalition dedicated to supporting parents by providing early childhood development resources. After recently undertaking a rebranding initiative, FFFV needed to increase awareness about the importance of early childhood development amongst

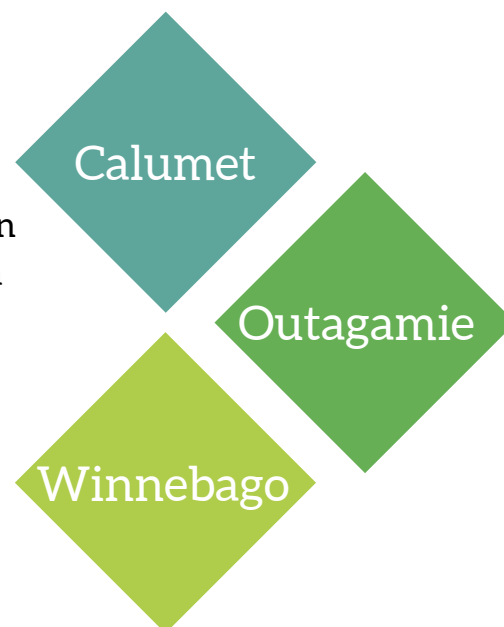
## Parents and Potential Donors.

This campaign provided foundational communication tools focused on achieving this goal. The campaign team built a cohesive brand image that included donor materials to support fundraising, a robust social media presence to support donor and parent messaging strategies and many important marketing materials designed to effectively tell the organization's story.



## SITUATION ANALYSIS

First Five Fox Valley (FFFV) is undergoing a rebranding initiative and seeks to be recognized as a valuable resource for parents within the **tri-county area**. To accomplish this goal, FFFV needs a communication plan to position itself as both a valuable resource for parents and a worthwhile investment for potential donors. Research results demonstrate the organization needs to generate greater awareness of projects/accomplishments and establish communication channels/tools to effectively tell FFFV's story to both parents and donors.



# RESEARCH

## Secondary Research

Early childhood development research indicates the first five years of a child's life are the most important. Eighty percent of brain growth and development happens in the first three years demonstrating how these experiences shape how a child sees the world. This time provides an incredible opportunity to help foster positive health and wellbeing outcomes.

When children have positive early experiences they enter school ready to succeed, achieve important literacy milestones, earn a high school diploma, pursue a college degree and become ready to contribute as tax-paying citizens to create a vital economy.

## Primary Research

To learn more about the client's current situation, a survey of parents in Calumet, Outagamie and Winnebago counties was conducted.

Questions focused on measuring awareness of parental resources, knowledge and use of services provided by the client and general questions pertaining to access to healthcare and early childhood development milestone screenings.

The findings helped inform effective key campaign messaging. Refer to pages 9 and 10 of our appendix to find more information.

### Survey Categories:

Behavioral

Demographics

Childcare Providers

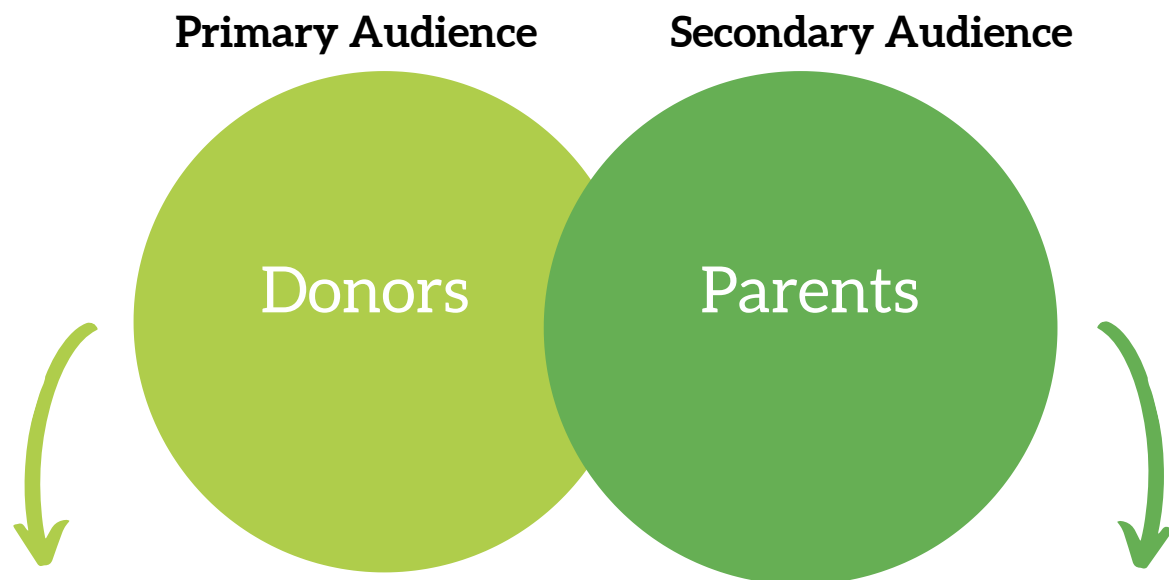
Knowledge of FFFV

Ages & Stages  
Questionnaire

# KEY PUBLICS & KEY MESSAGES

## Key Publics

Through our primary and secondary research, we were able to define one primary and one secondary audience aligning with First Five Fox Valley's goals.



Effective early childhood development initiatives ensure a robust, prepared workforce for generations to come. FFFV's mission helps grow a prepared workforce and support employee work/life balance. Committing to supporting FFFV's efforts helps build stronger communities and engaged citizens.

FFFV links support resources to both expectant and current parents of children ages 0 - 5. Parents have a natural interest in understanding key developmental milestones and seeking out supportive resources as needed throughout their child's development.

## Key Messages

### Donors

1. First Five Fox Valley 's work ensures a robust, prepared workforce for generations to come.
2. Investment in First Five Fox Valley provides both immediate and long-term returns.
3. First Five Fox Valley serves as an important connection or "power grid" to link organizations focused on early childhood development together to support parents, many of whom may be your employees.

### Parents

1. First Five Fox Valley serves as a conduit of resources for parents within the tri-county area.
2. Parents can trust and rely on First Five Fox Valley to serve as the information and referral power grid connecting them to developmental resources for children ages birth to 5.
3. First Five Fox Valley is a free resource and helps ensure children are safe, healthy, and reach their full potential.

# CHALLENGES & OPPORTUNITIES

**Challenge 1: Awareness** - FFFV's recent rebranding, while visually effective and is creating a brand identity, has not been communicated to their two key publics, parents and potential donors.

**Opportunity 1: Awareness:** FFFV has an opportunity to raise awareness amongst parents and donors alike by creating a cohesive brand identity and sharing important messages related to early childhood development with both audiences.

**Challenge 2: Attitude** - Parents and donors did not have a clear understanding of how FFFV was providing value to them and their community.

**Opportunity 2: Attitude** - Creating specific communication channels for FFFV to tell their organizational story would serve as a springboard for a more robust public relations campaign.

**Challenge 3: Action** - The lack of knowledge and association of FFFV as a vital resource for early childhood development presented a unique opportunity to educate both parents and potential donors on both the organization's story and the importance of this work in creating a dynamic community.

**Opportunity 3: Action** - Developing several methods of telling FFFV's story on multiple communication platforms will build a strong following and communicate the impact FFFV has on families and organizations within the tri-county area.





# OBJECTIVES, STRATEGIES & TACTICS

## Awareness

**Donors Objective 1:** To create a donor toolkit to be used by FFFV to help donors recognize the need to support the organization's initiatives by March 19.

**Evaluation Metric:** Deliver a comprehensive donor communication toolkit to be used to secure funding.

**Strategy A:** Create a presentation clearly communicating the FFFV story to donors.

**Tactic:** Create a PowerPoint presentation telling FFFV's story to donors.

**Tactic:** Develop talking points to communicate FFFV's story in multiple formats/lengths.

**Strategy B:** Create a LinkedIn non-profit organization page to more easily connect with local businesses to build a long-term relationship and reinforce return on investment (ROI).

**Tactic:** Create a storyboard and produce a two-minute video aimed at donors that will be published on social pages explaining what FFFV is and how potential donors can contribute to their initiatives to help build a solid foundation for children ages 0-5.

**Parents Objective 1:** Increase awareness amongst parents about FFFV from \_\_\_% to \_\_\_\_% by March 19, 2020.

**Evaluation Metric:** Facebook metrics for impressions and page views.

**Strategy A:** Build a robust Facebook presence where parents can connect to easily access information and resources.

**Tactic:** Create and post a two-minute video aimed at parents sharing FFFV's story and establishing FFFV as an essential resource for parents.

**Strategy B:** Create public announcements about the importance of FFFV at community events, organizations and businesses.

**Tactic:** Build a 45-second script to use at community events to highlight FFFV's story.

**Tactic:** Create and place flyers at businesses parents frequently visit including doctors offices, YMCA, local daycare centers, Boys and Girls Club, etc.

# OBJECTIVES, STRATEGIES & TACTICS

## Attitude

**Donors Objective 2:** Demonstrate how donor contributions positively impact the community by March 19, 2020.

**Evaluation Metric:** Create and test a donor toolkit and video that can be used to build a development initiative to secure funding.

**Strategy A:** Create a second PowerPoint presentation highlighting the impact of FFFV's work on parents within the community and linking those outcomes to workforce readiness.

**Tactic:** Create a testimonial video featuring the outcomes of FFFV's efforts. Create talking points to be used with the video to develop a compelling "ask" focused on specific funding needs (to be identified by Marchelle).

**Strategy B:** Create a series of posts to share on FFFV's Facebook page and website highlighting the community impact.

**Tactic:** Create an editorial calendar to schedule Facebook page posts illustrating the concept of how FFFV makes a difference in people's lives.

**Parents Objective 2:** Increase parental interest in following FFFV's social media by March 19, 2020.

**Evaluation Metric:** Analyze social media metrics before and after the campaign.

**Strategy A:** Create a series of social media posts focused on key facts and developmental milestones associated with the Ages and Stages Questionnaire.

**Tactic:** Create an editorial calendar to schedule these posts to make it easier to manage the social media plan.

**Strategy B:** Create infographics to be posted on social media demonstrating how the first five years of your child's life are critical in predicting a healthy life.

**Tactic:** Design infographics displaying facts about development within a child's first five years.

# OBJECTIVES, STRATEGIES & TACTICS

## Action

**Donors Objective 3:** To integrate specific calls to action for donors geared toward specific projects or asks, to help secure ongoing funding by March 19, 2020.

**Evaluation Metric:** Create direct questions and request feedback from FFFV about the usefulness and effectiveness of the distributed materials and potentially acquire a report of the membership levels reached by current funders.

**Strategy A:** Create specific levels of funding amounts that funders can choose from and they can identify their contributions as. <https://www.thepaine.org/support/membership/> (inspiration)

**Tactic:** Develop internal communication of funding levels for FFFV, collaborate with board members to create reasonable levels of donorship. Also establish an explanation of funding levels so that it is presented consistently.

**Strategy B:** Create promotional materials to explain funding and encourage funders to find a level that fits best for them.

**Tactic:** Create a certificate/logo to be handed out/shared on social media channels/company websites that incentivizes funders and shows how they're engaging in CSR for their and FFFV's social media channels and websites. Also create a brochure explaining the levels/amounts of funding and benefits to easily handout to potential funders.

**Parents Objective 3:** Getting 20 new parents to utilize FFFV as a resource for information about how to build a strong foundation for their children ages 0-5 by March 19th.

**Evaluation Metric:** Track engagement on social media posts. Comments, likes, and shares.

**Strategy A:** To create a weekly/monthly email with educational infographics to help give insights to resources across the region/state.

**Tactic:** Create a template to be sent to parents with the information that will be featured that week/month.

**Strategy B:** Create a blog that would be used as an educational/communication tool for parents.

**Tactic:** Create regular blog posts to communicate directly with parents and drive traffic to social channels.

**Strategy C:** Use social media to educate parents on information related to FFFV.

**Tactic:** Utilize the Facebook and LinkedIn pages to convey the information to parents and create an editorial calendar to push out information effectively based on social media best practices.

# EVALUATION & CONCLUSION

The FFFV public relations campaign accomplished the objectives outlined within the original plan.

## AWARENESS - Exceeded

**Donors Objective 1:** To create a donor toolkit to be used by FFFV to help donors recognize the need to support the organization's initiatives by March 19.

- ✓ A donor toolkit was created including donor levels, a donor video, brochures, donor presentation and supporting materials

**Parents Objective 1:** Increase awareness amongst parents about FFFV from \_\_\_% to \_\_\_% by March 19.

- ✓ At the beginning of the campaign, a survey of FFFV parents indicated only \_\_\_% were aware of FFFV. Since the social media campaign, awareness has grown to \_\_\_%

## ATTITUDE - Exceeded

**Donors Objective 2:** Demonstrate how donor contributions positively impact the community by March 19.

- ✓ Key messaging related to how donors can support FFFV's mission and ultimately organically grow a competent workforce was built into the social media plan and donor materials

**Parents Objective 2:** Increase parental interest in following FFFV's social media by March 19, 2020.

- ✓ The roll out of a social media campaign to educate parents and grow FFFV's online following was very successful. Preliminary metrics from Facebook indicate a \_\_\_ engagement rate and \_\_\_ impressions

## ACTION - Exceeded

**Donors Objective 3:** To integrate specific calls to action for funders, geared toward specific projects or asks, to help secure ongoing funding by March 19, 2020.

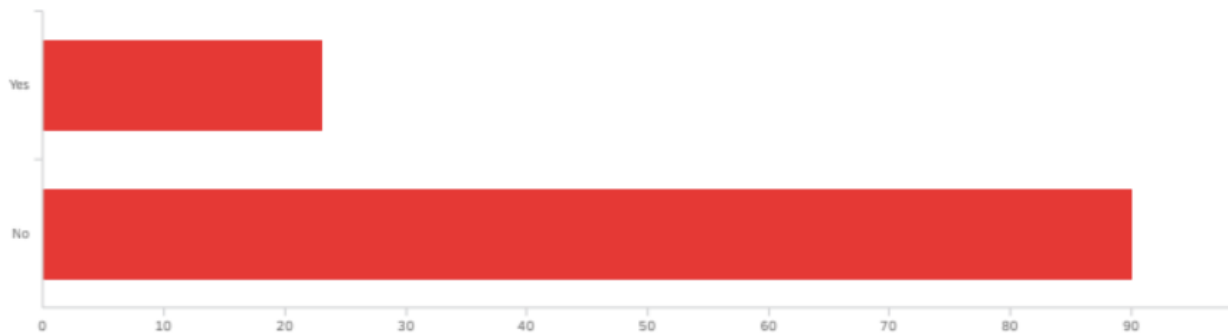
- ✓ The donor presentation and support materials clearly communicate how donors can support FFFV's key initiatives and allow donors to select a donor level based on specific calls to action

**Parents Objective 3:** Getting 20 new parents to utilize FFFV as a resource for information about how to build a strong foundation for their children ages 0-5 by March 19th.

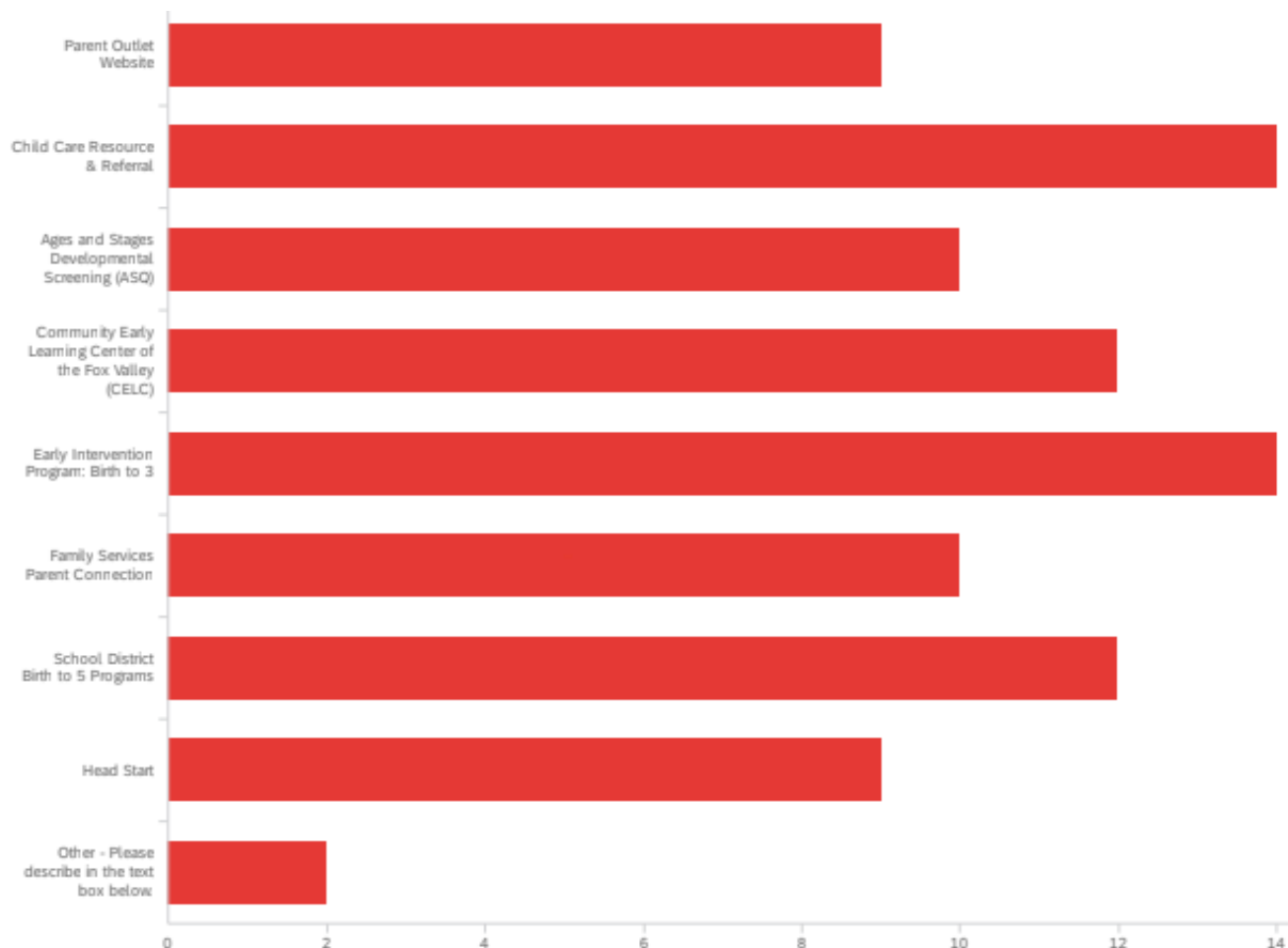
- ✓ The social media campaign metrics indicate parents see value in the many services FFFV is able to connect them to within their partnership network

# APPENDIX A - RESEARCH

Q4.1 - Are you familiar with First Five Fox Valley (formerly known as Fox Valley Early Childhood Coalition)?

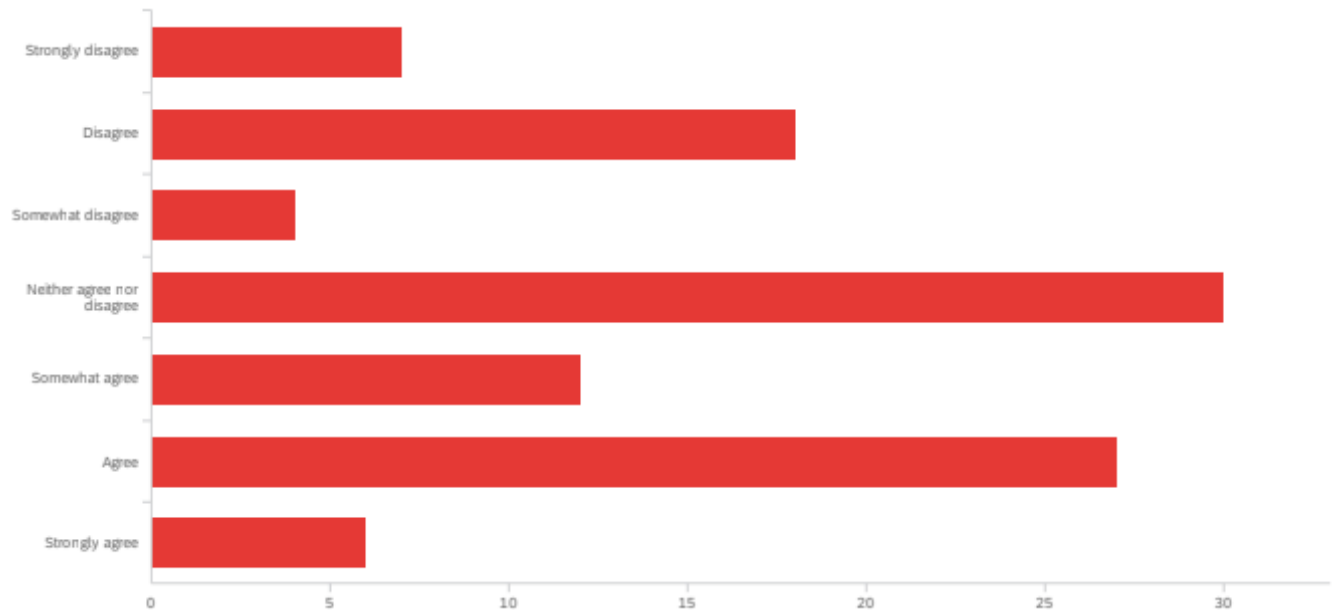


Q4.2 - Which of the following services are affiliated with First Five Fox Valley? Please select all that apply.

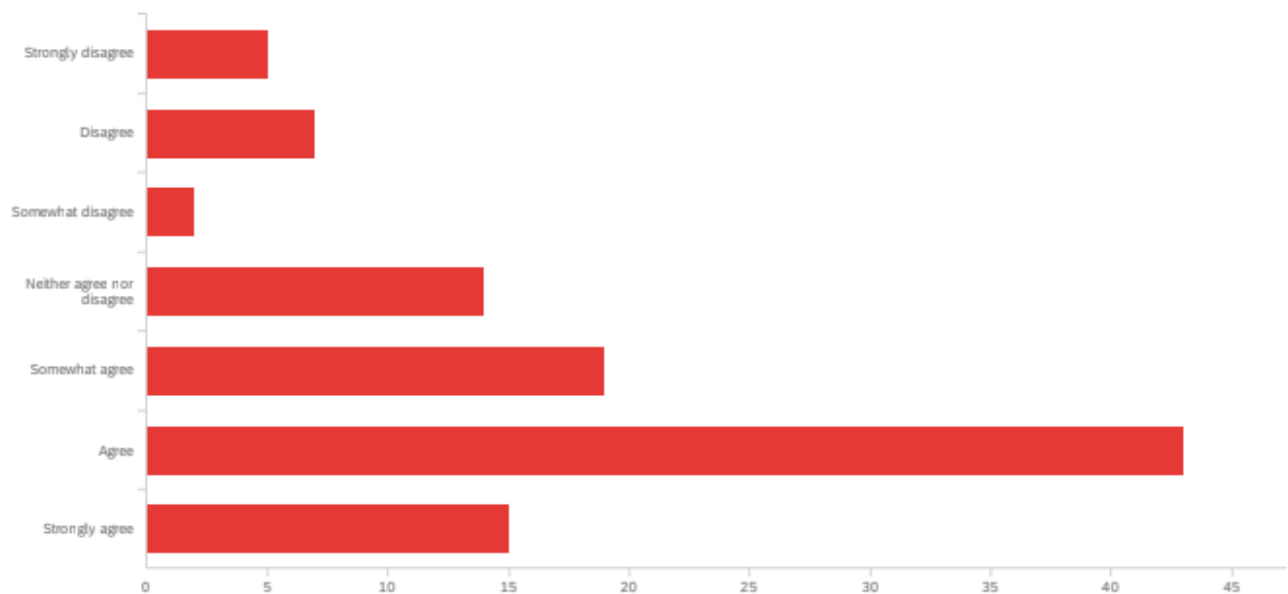


# APPENDIX A - RESEARCH CONTD.

Q6.2 - I would like more information on how developmental screening can help my child reach important milestones



Q6.3 - I would like more information on programs that support a successful parenting experience.



# CREATIVE

Establishing a cohesive, informative, and bright presence was essential in the creative process for First Five Fox Valley. The rebranding initiative of FFFV allowed for a unique creative approach, designed specifically to highlight the organization's important mission and cause. First Five Fox Valley wanted to establish themselves as a reliable, and trustworthy resource parents could use to ensure their children reach their full potential. The creative team captured this by utilizing FFFV's color scheme and geometric elements to institute an overall design aesthetic. Incorporating FFFV's logo when creating content was important because it reinforced the brand and served as a creative foundation for all creative elements of the campaign.



Choosing a typeface that aligned with the look and feel of the logo allowed us to maintain a cohesive design aesthetic. Asap Regular is a fun, yet polished font that reinforced a professional and kid-friendly brand. Semibold Asap Regular was used in headlines to create a statement and draw attention to important information. Lastly, Euphoria Script was sparsely used in promotional materials such as the brochure and flyers to create an established tone when communicating messaging to parents and donors. We drew inspiration from FFFV's funky color scheme. Pairing these vibrant and bold colors with fun geometric shapes and adolescent icons lead us to an eclectic style throughout all social media and promotional creatives. Throughout designing, it was imperative for us to create a branding presence that advocated for First Five Fox Valley's friendly and welcoming energy.

## Asap Regular

*Euphoria Script*


# CREATIVE



By investing in our children's first five years, together we can...

A child will develop the first **1000 WORDS** of their vocabulary

Experiences during these years shape how a child **SEES THE WORLD**



**80% OF BRAIN GROWTH** and development happens in the first 3 years

**First5**  
FOX VALLEY




"The first five years, have so much to do with how the next 80 turn out."  
- Bill Gates



**First5**  
FOX VALLEY

"When we invest in kids, we make an investment for eternity. We can change the course of a life just because we care."  
-everydaytruth.net

**First5**  
FOX VALLEY

prepare the workforce for generations to come, providing both immediate and long-term returns.	
	fuel the future success of the community and (your) future workforce by addressing developmental gaps.
build stronger communities and engaged citizens.	

We transformed the messages from the social media team into an immersive visual experience for parents and donors. This content was created to help educate parents and donors on the importance of early childhood development. We incorporated FFFV's logo, colors, and fun geometrical elements in all posts to communicate a cohesive brand presence.



# SOCIAL MEDIA

Before our campaign started, First Five Fox Valley (FFFV) only had two posts on their Facebook page. Due to limited resources, FFFV was not posting regularly.

Our social media presence began on Facebook and LinkedIn on March 4, 2020. Marchelle Moten, Director of FFFV, will continue to post from a content calendar following the duration of the campaign. We used Facebook to target parents, and we used LinkedIn to target donors.

Our main goal throughout our campaign was to raise awareness of First Five Fox Valley. Since FFFV was very new to social media, we wanted to focus on gaining followers and increasing engagement. We decided on posting twice a week for three weeks during our campaign. Marchelle will be posting twice a week after our campaign ends from our content calendar.

## Awareness

The first objective of our campaign was to create awareness for parents and donors. Our posts were focused on educating our audiences what First Five Fox Valley does. Examples of these posts include sharing what FFFV's mission is and what they do for the community. We wanted to educate our audiences why ages 0-5 are so important. This was one of the big goals of Marchelle and the board of FFFV, so we made sure to center our posts around that.

## Attitude

Another objective of our social media campaign was to change the attitude of our audiences. For parents, we wanted to make sure they knew how important the first five years of their child's life is. We did this in our posts by including facts about a child's development and specific milestones that a child should reach in their first five years. For funders, we included why they should care about investing in a child's life. We tried to use different perspectives that would make funders want to invest their money into FFFV.

## Action

Our last objective was to make our audiences take action. In our posts, we made sure to include a call to action. Examples of this would be: "Click here to read more about First Five Fox Valley" which were included in the blog posts we created. We also curated content so that our audiences would click on links to take them to articles where they could learn more about the importance of years 0-5. We measured the action of our audiences by looking at engagement of our posts. We reached over 500 people from our first post on Facebook and the engagement went up by more than 3,000%.

# SOCIAL MEDIA



## Facebook

In our campaign plan, one of our goals was to get 20 new parents to utilize FFFV as a resource for information about how to build a strong foundation for their children ages 0-5 by March 19th. In the last 28 days, First Five Fox Valley exceeded our goal. We received 99 Facebook page views, which is an increase of 183%. We received 42 page likes, which is an increase of 1,300%. Our post reach increased to 530 or 4,317%. Our post engagement also reached 106 people and increased 3,433%. Page followers increased 2,050% when 43 people liked FFFV's Facebook Page. After uploading our blog post on Facebook we received 63 organic views.



## LinkedIn

Our main goal for LinkedIn was to create a page for FFFV to be able to post on and use it as their main platform to reach donors. LinkedIn was also going to be the home of our blog posts. After creating the LinkedIn page, we realized blog posts were not possible on a company page. We decided to create a Wix blog and include it's link in our posts on Facebook and LinkedIn. Our first post on LinkedIn went live on March 3. There have only been four posts to go live on this platform because our main focus was to create content for Facebook. We have scheduled many more posts on our content calendar, which will be sent to Marchelle at the end of our campaign to ensure their social media won't slow. On our first post, FFFV received 19 organic impressions. Overall, there have been three new page views and one unique visitor for FFFV. Our LinkedIn posts mirrored our Facebook posts, but we worded them to attract donors.

# VIDEO

To inform parents and donors about First Five Fox Valley (FFFV), we created two videos to promote key messages, one for each audience. The purpose of these videos is to create awareness about First Five Fox Valley and describe their connection and role within the community.

In the parents-focused video, we interviewed four FFFV board members to provide information that would be necessary for parents to know about FFFV's role that they play in the community. We wanted to interview members of the board to establish credibility in the video. To begin the process, we started with talking points we wanted each person to talk about during their interview and designed questions that would encourage the individuals to hit these points.

## Director Talking Points

Why are the earliest years of a child's life important in regards to their development?

a. Statistics

Why is FFFV an essential resource for parents with children ages 0-5?

a. Analogy that is easy to understand

i. Power grid

How do parents find out about FFFV?

a. Website Socials

b. Word of mouth

What are the important resources that FFFV can connect parents with?

a. ASQ, developmental screenings, healthcare

What are FFFV's goals?

a. Database and getting every child screened in the Fox Valley

What was your inspiration for starting FFFV?

a. Marchelle's background

What else would you like to share about FFFV? (in terms of parents AND donors?)

a. Any last comments

How do donors help FFFV reach their goals?

a. What does the future hold?

b. Who do you want to help?

c. Who does FFFV want to become?

# VIDEO

## Board Member Talking Points

How did you discover First Five Fox Valley?

How and when did you get involved in FFFV?

Why do you think FFFV is important?

Why are the earliest years of a child's life important?

a. Statistics

Why is it important for area businesses to connect with and support FFFV?

a. What does the investment get them?

Is there anything we haven't asked at this point that you would like to discuss?

Tell us how you and your family are connected with FFFV?

a. As a parent?

b. As a partner?

How did you discover FFFV?

a. Word of mouth?

a. Website?

What was FFFV able to provide (for your organization?) (for your family?)

a. FFFV referral?

What was your experience taking the ASQ?

a. Referrals

b. What to do after the referral

Is there anything we haven't asked at this point that you would like to discuss?

After establishing the talking points, we set up the background for each person to be filmed in. When filming day arrived, we were ready for participants to quickly go in and out of interviews. We were surprised with a fourth guest, Wendy Hein. Since we did not prepare questions for her previously, we asked her the same questions as Diane Penzenstadler. We interviewed the director of FFFV, Marchelle Moten, to get the authentic vision of FFFV to share with parents.

# VIDEO

We also interviewed the Building for Kids Children's Museum's Executive Director Oliver Zornow, who provided details about the current system and the problems navigating that system, as well as why the investment in our community's youth is valuable. Diane Penzenstadler, owner and president of 44 Degrees North Advertising and Design, offered research-backed statistics to make parents aware of important thresholds for children ages zero to five. Lastly, board member Wendy Hein works in early childhood intervention and shared her experiences as a parent and healthcare provider to create a sense of connection with the parents watching.

In the donors-focused video, we showcased three individuals who are ready to join the workforce, in part due to the investment made in them early in their lives. From there, we took content from our interviews with Moten, Penzenstadler and Zornow and placed them in the video, mainly as audio over appropriately accompanying b-roll. Moten provides the mission to make donors aware of the type of organization FFFV is. Penzenstadler brings the business voice and can help prospective donors see the benefits of investing. Zornow closes the video describing the importance of coming together as a community to ensure a successful future. The purpose of this video was to create awareness around First Five Fox Valley's donation initiatives and display the benefits to donating to the organization.



**Donor Video:** [shorturl.at/orvzP](https://shorturl.at/orvzP)

**Parent Video:** [shorturl.at/adrzU](https://shorturl.at/adrzU)

# PROMOTIONAL MATERIALS

The Promotional Team's main objective was to help First Five Fox Valley tell their story in a cohesive way. In doing so, we wrote the copy for external facing materials including a brochure, flyers, PowerPoints and a donor toolkit. Once completed, we sent our copy to the Creative Team to design each of the promotional materials to align with the FFFV brand. We rebranded FFFV's story so it could be told in a consistent way across all platforms and audiences that FFFV is targeting, specifically, parents and donors. From this, we developed two condensed elevator pitches that board members could reference when telling FFFV's story in a variety of situations.

## First Five Fox Valley's Story



First Five Fox Valley (FFFV) is an organization in the Fox Valley region whose mission is to empower and educate families with children ages 0-5. FFFV's goal is for families of the tri-county region to understand all aspects of their child's healthy development through available social support and resources. FFFV partners with numerous organizations to positively impact children's lives. Their efforts ensure children are safe, healthy, and able to reach their full development. FFFV aims to assess children using developmental screenings, address childhood developmental gaps and provide safety to all children in the community. Through these efforts, FFFV helps parents provide a stable foundation for children who will grow into engaged, contributing members of society.

### **Elevator Pitch: 10-15 seconds**

First Five Fox Valley (FFFV) is an organization in the Fox Valley region whose mission is to support and educate families with children ages 0-5. FFFV's goal is for families to understand all aspects of their child's healthy development through available social support and resources.

### **Elevator Pitch: 30 seconds**

First Five Fox Valley (FFFV) is an organization in the Fox Valley region whose mission is to support and educate families with children ages 0-5. FFFV's goal is for families to understand all aspects of their child's healthy development through available social support and resources. Currently, they are focusing on two important projects: ensuring every child is screened for developmental milestones and compiling a database to improve parent access to community support and services.



# PROMOTIONAL MATERIALS

We created two informational flyers and one brochure to teach donors and parents about FFFV's mission and vision for the families of the tri-county area. Each of them contain information about FFFV's benefits such as their community partners and services.



## Our mission

**"First Five Fox Valley will cultivate a community that empowers and supports every family to build a solid foundation for children in their first five years."**



## Who we are


.....

First Five Fox Valley (FFFV) is an organization in the Fox Valley region whose mission is to support and educate families with children ages 0-5. FFFV's goal is for families to understand all aspects of their child's healthy development through available social support and resources.

### Contact Us




Phone Number: (920) 997-1493  
Address: 1001 West Kennedy Ave.  
Kimberly, Wisconsin 51436





## Our Goal

Families in the tri-county region...

-  Understand all aspects of their child's healthy development
-  Parents use available social supports and resources
-  Parents have a centralized access point to resources and services



## Our Partners

.....

Child Care Resource and Referral

Early Intervention: Birth to 3

Ages and Stages Questionnaire

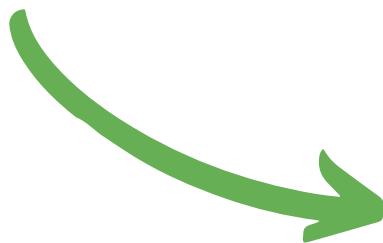



## FAQ'S

- Q:** I need to go back to work, where can I find help with childcare?  
**A:** Contact CCR&R in Kimberly, WI at (920) 886-1211
- Q:** I'm worried that my child is not talking and playing enough, who should I call?  
**A:** Contact birth to 3 program of Outagamie and Winnebago at (920) 997-1484
- Q:** My child is not old enough for school, but I am looking for educational resources.  
**A:** All school districts can help before kindergarten! Contact the school district in your city or town for more information
- Q:** I need help with finding my child a doctor in Badger Care, and how can I help pay for childcare?  
**A:** Call 2-1-1 for resources on WI Shares and Badger Care

# PROMOTIONAL MATERIALS

## Parents Informational Flyer



*Our Goal:*  
Families in the tri county region...

- Understand all aspects of their child's healthy development
- Use available social supports and resources
- Have a centralized access point to resources and services

*Our Partners:*  
ASQ  
Birth to 3  
Early Resource Referral

**First5**  
FOX VALLEY

"First Five Fox Valley (FFFV) is an organization in the Fox Valley region whose mission is to support and educate families with children ages 0-5. FFFV's goal is for families to understand all aspects of their child's healthy development through available social support and resources."

### *Our Mission:*

"Cultivate a community that empowers and supports every family to build a solid foundation for children in their first five years"

*Need help or have questions?*

Connect With First Five Fox Valley

@FirstFiveFoxValley

@first5foxvalley



**First5**  
FOX VALLEY

### *What your gift can do...*

**\$100**

Provides screening for 100 children 0-5 annually

The ASQ (Ages and Stages Questionnaire) is an effective and important tool for parents to be aware of milestones their child should be

**\$1,000**

Six donations supports a Family & Outreach Database Annual Subscription for one year

This database will help with referrals and follow-ups from families in our community to create a community scorecard on child and family well-being in the tri-county area

**\$3,000**

Begins development for call center operations (office, technology & phone)

One place for parents to call to answer any early childhood questions and concerns

**\$5,000**

Pays for Help Me Grow Affiliation for one year

This affiliation with a national network will help reach communities that can assist with:  
Evidence Based Best Practice  
Technical Assistance  
Communities of Practice

### *Our Mission:*

"Cultivate a community that empowers and supports every family to build a solid foundation for children in their first five years"

### *Why First Five Fox Valley?*

When families and caregivers provide positive early experiences, children enter school ready to succeed and are more likely to...

- ☒ Read at an appropriate level in 3rd grade
- ☒ Graduate high school and go onto higher education or enter the workforce

to ultimately become...

**Employed,  
tax-paying  
citizens**

## Donors Informational Flyer





# PROMOTIONAL MATERIALS

A key to FFFV's success is funding from the tri-county community. In order to secure funding for FFFV's future efforts, we created a donor tool kit that contains a PowerPoint presentation along with a script. This presentation will help tell FFFV's story in a way that will relate to donors and will inspire them to support FFFV. When creating the PowerPoint, we wanted everyone to present it in the same way so the messaging was consistent.



Along with the PowerPoint, the donor tool kit also contains a thank you package for those who donate to FFFV. This package includes a personal thank you note from the FFFV Board of Directors expressing their gratitude for their donation. It also includes a printed and digital copy of a certificate showcasing the donation that they can proudly share with the community.





(From top left) : Clay Nickson, Dakota Zanin, Jessica Rosga, Karli Cox, Danielle Dungan, Elizabeth Newman, Abby Reich, Kennedy Wiegel, Jessica Bukielski, Emma Wells and Eli Miller.