



2020 Toolkit
Advocacy
Communication
Social Engagement



**Wisconsin Head Start Association
invites you to celebrate Head Start
Awareness Month this October!**

**Use this month to spotlight our
Wisconsin impact and advocate for
families as life-long educators and
children as life-long learners.**

**In this toolkit you will find resources
to share your Head Start impact
through social media, email
communications, and video
testimonials. We hope you continue
using this as a guide for ongoing
public engagement.**

**#WlstartedHere
#UniteForHeadStart
#HeadStartAwareness**



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WEEK 1 HISTORY AND LEGACY



WEEK 2 COVID-19 IMPACT



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Head Start Awareness

October is Head Start Awareness month and this year marks the 55th anniversary year of Head Start's national service. Throughout these years, Head Start has already helped over 37 million children and their families-including the very children your staff greet each day!

[1982 Proclamation](#)

The suggested weekly template (left) guides your messages and action during each week of October. Below are specific ideas for these weekly themes.

[Weekly Guide Here!](#)

The Head Start Language Playbook provides tips to effectively communicate the Head Start mission to a broad audience and specific constituents. As you continue to craft your own agency voice, refer to this resource for your Head Start advocacy.

[Head Start Language Playbook](#)

Get started with Week 1 Social Media Images, Posts, Email Templates.



[Let's Dive In!](#)



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CAMPAIGN HASHTAGS

Bradley Hand ITC

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#UnitedForHeadStart
#HeadStartAwareness

SOCIAL MEDIA IMAGE SIZES

Use network-specific dimensions when sharing any image or creating designs so they remain high-quality.

POST EXAMPLES

October is #HeadStartAwareness Month and we ask you to #UniteforHeadStart! Learn more about how we invest in early learning and family well-being [Insert YOUR website link]

ENGAGE YOUR AUDIENCE

- Invite a Q/A on Head Start Advantage
- Share video of your center and staff
- Hold a contest for sharing media
- Share image of teacher/staff and child sharing a Family Style meal over zoom

Social Media

Use October Head Start Awareness month to dip your toes in and try new engagement techniques. Keep the momentum after #HeadStartAwareness ends! Aim to post 2-8 times per week with a mix of content that includes program updates, advocacy, and industry knowledge.



All Logos and Images inside [This Social Media Guide](#)



a contest to create awareness. Encourage followers to share campaign posts and hashtags to receive a prize

Get Staff Involved!



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Wisconsin and National 2020

WHSA is made up of 39 grantees providing Head Start and Early Head Start services to families throughout Wisconsin for the last 50 years. We serve all of Wisconsin's 72 counties and interact with 424 school districts serving our state's children, and provide comprehensive services for over 16,000 of Wisconsin's youngest and most vulnerable citizens.



Our mission is to coalesce, inspire, and support the Head Start field as a leader in early childhood development and education.

Congressional Conversation Guide

2020 Fall Leadership Institute

Visiting with members of Congress and their staff can seem intimidating, but don't forget: they're just people too! Moreover, their goal is to learn from and represent the interests of their constituents. With that in mind, your number one goal should be to be seen as a trusted resource to them. If you do that, you will have had a successful meeting.



The Five Most Critical Meeting Elements

- 1. Thank your members of Congress** for their commitment to issues that impact children and families, including Head Start in FY20 and in the CARES Act.
- 2. Create a positive impression** about Head Start and Early Head Start's impact in the member's state or district. Make sure that they see Head Start as an important part of the communities they represent.
- 3. Share about the importance of Head Start's role** in supporting children and families, especially during the new challenges brought on by COVID-19. While members of Congress and their staff like to hear statistics that prove the effectiveness of programs, personal stories have a more profound and lasting impact.
- 4. Look to the future:** Ask for support of 1) Head Start and Early Head Start's continued success in FY21 and 2) support to meet the increased costs of COVID-19.
- 5. Gather intelligence** to better inform your ongoing advocacy efforts. For example, questions to staff might include: What are your member's top priorities? What does your member think about Head Start? What else can or should we be doing?

If you don't know the answer to a question, that is totally okay!

Simply write the question down, and tell whomever you are meeting with that you or NHSA will get them an answer soon—and be sure to flag the question for NHSA staff! You can do this by sending a quick email to advocacy@nhsa.org.

[Download 4-page Congressional Conversation Guide](#)

[Head Start Needs At Least \\$1.7 Billion Dollars COVID-19 Relief](#)

[Wisconsin Head Start 2020 Fact Sheet](#)

[2020 National Head Start Profile](#)

[For Local Fact Sheet contact Brian: \[brians@whsaonline.org\]\(mailto:brians@whsaonline.org\)](#)



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Head Start Testimonials



[Watch a Short Testimonial Here!](#)

Share any testimonial videos you collected from alumni, staff, parents. If you did not collect testimonial videos, check in on your other Wisconsin Head Start social media pages to share their video posts! Set a goal for testimonial video participants throughout the year and identify key subjects that have shown excitement for the project and can be consistent voices. You can also include quote testimonials throughout your website and social media.

- [Recruit for Testimonials](#)
- [Video Composition and Talking Points](#)
- [Sharing Head Start Stories](#)

Thank You
for
participating!

For questions, please contact Jennie Mauer, jenniem@whsaonline.org or Brian Stults, BrianS@whsaonline.org



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