

COMMUNICATIONS/ OUTREACH GUIDE

Every year, the Brain Building in Progress Campaign celebrates Brain Building in Progress Week. Our mission is to create awareness of the critical importance of fostering the cognitive, social and emotional development of young children by emphasizing its future impact on Massachusetts' economic development and prosperity.

From April 23rd-29th, we're bringing together educators, legislators, families, the business community and everyone who cares about this issue to be a Brain Builder. **Please show your support by participating in our week of action. Whether you are a parent, educator, library, museum or concerned citizen, there are many ways you can be involved!**

Planning an event?

- Post your event on our [statewide Activity Calendar](#). While you're on the website, be sure to download the [logo and BBiP week web badge](#) to use when promoting your event.
- **Spread the word on Facebook. Use the web badge and be sure to tag the Brain Building in Progress page and use #BBiPWeek**
- **Tweet about it.** Remember to tag @speakunited and/or @MassEarlyEdCare and use #BBiPWeek
- **Use the BBiP week press release** provided in the online toolkit. It's all set to go, just drop in your event details and send to your local media.
- Share your photos! [E-mail your original Brain Building pics and video clips](#), post them on [Facebook](#) (tagging the Brain Building in Progress page and #BBiPWeek) or tweet them tagging @MassEarlyEdCare or @UnitedWayMABay and #BBiPWeek
- **Download printable materials.** You'll find [event ideas, logos, press releases, etc.](#) to help make your event a success.

Let your community know it's Brain Building in Progress Week!

- **"Like" our Brain Building in Progress Facebook page** and share what we post about Brain Building in Progress Week.
- **Tell your local newspapers and broadcast stations!** Simply drop a few lines describing your program and how it builds brains into the press release you'll find in the toolkit on our website.
- **Bring Brain Building to local museums, libraries and other community places.** Print out BBiP campaign materials and post/share them.

Contact your legislator!

You don't have to hold an event to reach out to your legislator. Let your elected representatives know about your program, the great work you do. Connect the work you do with young children and to parents to Massachusetts' future economic prosperity.

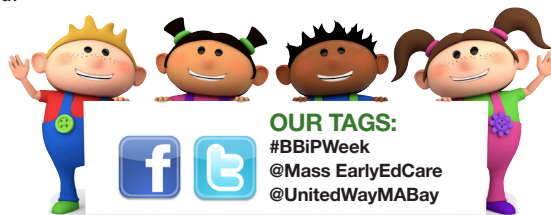
[Find your Massachusetts Legislator online!](#)

[Download information to share with them.](#)

Write a guest blog – or let us tell the story.

[UnitedWayMassBay.org](#) is looking for guest bloggers to spotlight during BBiP Week. We are also looking for families and stories to feature. Both are great opportunities to highlight your program and your community!

Email alowell@supportunitedway.org to get started.



Get press releases, logos and more at:
BrainBuildingInProgress.org

