**KEY MESSAGE PLATFORM**

There are several important factors to consider when developing messaging (marketing the program to families and students):

* Messaging must be affirmative, empowering and positive.
* If applicable, promote the fact that the program offers a mix of academics and fun. Equally highlight academic subjects, and fun, enrichment.
* Program details are important to parents. They want to know that teachers will supervise their children. They also want to know where the program takes place, how long it runs each day, and whether transportation and meals are provided.
* Use the term “no cost.” The word “free” generates mixed reactions. Some parents think it means the program is only for children struggling academically and/or from low-income families. Some think it means the program is of poor quality. Using the term “no cost” is more appropriate.
* The word “apply” elicits negative reactions from parents. They seem to think it communicates a process involving assessment of an individual’s worthiness for a program. *It is more effective to say, “Sign up for a great opportunity.”*

On the next page you will find a Key Message Platform. This is a simple tool to help you and others effectively communicate to parents about why the program is such a great opportunity for their child. It is *not* intended to be handed out to parents/guardians or students.

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Your Child Will Get Ready for a Great School Year

* Teachers will help sharpen your child’s *academic subjects taught* skills
* Helps make sure your child doesn’t forget what they learn this school year
* Better prepares them for success in the next grade and beyond

Your Child will Have a Fun-filled Summer

* Children take part in new and exciting activities like *[input enrichment activities here]*
* Fun and learning happen inside AND outside the classroom
* Summer fun is part of

every day

**Looking for an opportunity**

**to take charge of your**

**child’s future?**

**The *[name of program]* is a smart choice.**

[*Input* *Name of Program*] Works for Parents, too

* *[Input dates of programming]*
* *[#]* days a week
* [*Input time of programming]*
* No cost
* *Transportation provided to those who need it [partners should confirm wording]*
* Meals and snacks included
* Safe location at *[input location]*

This Is a Top-Quality Summer Program

* Operated by *[input name of school and/or community organization]*
* Staff from *[input name of school and/or community organization]* lead your child inside and outside the classroom
* Summer curriculum combines academics and fun into a complete learning experience

**Insert logo(s) here.**