



Building Bright Futures Promotional Toolkit

#WCSStelebrates25years

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GRAPHIC ASSETS

- [Digital Invite Vertical](#)
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VIDEO

- [Wake County Smart Start Overview Video](#)

SOCIAL MEDIA ENGAGEMENT

Hashtag: #WCSScelebrates25years

Tag Us: @wakecountysmartstart on Facebook, @wake.smartstart on Instagram, @wakesmartstart on Twitter

1. Post from GIVEBUTTER onto all networks:

- Create a Profile on Givebutter. *How?*
 - Go to Givebutter.com/brightfutures
 - Click “Create Fundraiser” under the goal bar
 - Follow the prompts
 - It’s more engaging to add a photo and provide a brief explanation “Why you are involved with WCSS and early education?”
- Go to your newly created profile, click “Share [insert name]’s Page”, and select your preferred social channel
- Our invite graphic will automatically populate
- #WCSScelebrates25years; Tag Us: @wakecountysmartstart on Facebook, @wake.smartstart on Instagram, @wakesmartstart on Twitter

2. INSTAGRAM/FACEBOOK

General Post:



Post Text:

MARK YOUR CALENDARS! Wake County Smart Start is celebrating 25 years of changing the lives of young children in Wake County with a fundraising event on May 13, 6pm-9pm, at the Raleigh Convention Center. Your support will help move our mission forward:

- Administering free, public preschool programs for 3 and 4-year-olds living in poverty.
- Improving the quality of child care centers.
- Supporting early literacy, teaching healthy habits, funding parent education and at home services.
- Reaching over 40,000 children last fiscal year.

To purchase tickets and learn more visit: www.givebutter.com/brightfutures

Hashtag: #WCSScelebrates25years

Tag Us: @wakecountysmartstart on Facebook, @wake.smartstart on Instagram

VIP Experience Post: (see Graphic Assets for graphic mp4s)

Join us for the *Building Bright Futures* VIP EXPERIENCE RECEPTION! This special ticket includes a unique opportunity to meet *Sesame Street's* Sonia Manzano and connect with Elected Officials. Limited Spots. Purchase your ticket now at www.givebutter.com/brightfutures.

Hashtag: #WCSScelebrates25years

Tag Us: @wakecountysmartstart on Facebook, @wake.smartstart on Instagram

Raffle Post: (see Graphic Assets for graphic mp4s)

Don't miss the chance to support early education AND win a fabulous raffle basket. Items include \$500 Bailey's Jewelry Gift Card, NC Theater Tickets, A Weekend Getaway to Savannah, Urban Air Platinum Party, and more... Purchase your raffle tickets now at www.givebutter.com/brightfutures.

Hashtag: #WCSScelebrates25years

Tag Us: @wakecountysmartstart on Facebook, @wake.smartstart on Instagram

3. TWITTER:

Post Text:

MARK YOUR CALENDARS! Wake County Smart Start is celebrating 25 years of changing the lives of young children in Wake County with a fundraising event on May 13, 6pm-9pm, at the Raleigh Convention Center. For more info. and to purchase tickets visit www.givebutter.com/brightfutures

Hashtag: #WCSScelebrates25years

Tag Us: @wakesmartstart on Twitter

4. LINKEDIN:



Post Text:

Join me at Wake County Smart Start's 25th Anniversary evening Fundraiser. They are celebrating 25 years of early education programs and services in Wake County. For more info. and to purchase tickets visit www.givebutter.com/brightfutures

ADDITIONAL SM POSTS

Tag us: @wakecountysmartstart on Facebook; @wake.smartstart on Instagram; @wakesmartstart on Twitter.

1. Since COVID, many women have been forced to leave the workforce and take care of loved ones at home. The future of many women's professional development depends on access to high-quality, affordable child care. **In 2022, in just one month, more than 237,000 North Carolinian parents were forced to stay at home because of child care challenges.** We can help get women back to work and set the next generation up for success by investing in early childhood education and supportive services for young families. Join us May 13 #WCSScelebrates25years, www.givebutter.com/brightfutures

Tag Us: @wakecountysmartstart on Facebook; @wake.smartstart on Instagram; @wakesmartstart on Twitter.

2. When working parents and caregivers can't access high-quality child care and family support, businesses lose revenue -- **\$507 million in annual losses for NC businesses**. We need to invest in access to affordable child care and services for young families in Wake. Join us May 13 #WCSStcebrates25years, www.givebutter.com/brightfutures **Tag us:** @wakecountysmartstart on Facebook; @wake.smartstart on Instagram; @wakesmartstart on Twitter.
3. How unaffordable is child care? The average price of center-based infant child care in North Carolina is more than the average annual tuition and fees at a public 4-year college or university. We have the power to make change in our county. Support WCSS this May 13 at RCC #WCSStcebrates25years, www.givebutter.com/brightfutures **Tag us:** @wakecountysmartstart on Facebook; @wake.smartstart on Instagram; @wakesmartstart on Twitter.
4. Have you heard about why I'm supporting Wake County Smart Start's 25th anniversary? Last year WCSS reached over 40,000 children and 78% of all child care facilities in our county benefited from WCSS programs. Learn more [here](#). Tickets at www.givebutter.com/brightfutures **Tag us:** @wakecountysmartstart on Facebook; @wake.smartstart on Instagram; @wakesmartstart on Twitter.
5. Early education sets children up for success in school and life. It builds a foundation that all other learning is built on. Join me in building a brighter future for children in Wake. #WCSStcebrates25years, www.givebutter.com/brightfutures; **Tag us:** @wakecountysmartstart on Facebook; @wake.smartstart on Instagram; @wakesmartstart on Twitter.
6. I believe that poverty is not destiny – when we invest in children and young families, they succeed. Join me May 13 at RCC for #WCSStcebrates25years. Let's build the future we want for all children. www.givebutter.com/brightfutures; **Tag us:** @wakecountysmartstart on Facebook; @wake.smartstart on Instagram; @wakesmartstart on Twitter.

PERSONAL EMAIL WITH EMBEDDED IMAGE

Subject: Invitation to Join Me at WCSS 25th Anniversary Evening Fundraiser



Hi,

I'm writing to invite you to an evening fundraiser for Wake County Smart Start, the leading early education agency in our county that improves the lives of children from under-resourced homes. The event, *Building Bright Futures*, will be held on May 13, 2023, at the Raleigh Convention Center, 6pm-9pm. VIP Reception - Keynote Sonia Manzano.

I'm [insert your relationship - "a member of the Host Committee", "I've served on the Board for 6 years", "a regular donor"] and choose this local organization to support, out of so many meaningful causes in Wake County, because

_____ (Your "why" goes here. Examples: I believe that every child deserves a good start in life/I know firsthand the impact of early childhood education/poverty is not destiny - when children from low-income families receive the resources they need, they thrive.)

This fun event includes a dinner reception with Play & Learn stations, a keynote by Sonia Manzano (Maria on *Sesame Street* for 44 years), a book signing and dessert reception. Funds raised will help move Wake County Smart Start's mission forward:

- Administering free, public preschool programs for 3 and 4-year-olds living in poverty.
- Improving the quality of child care centers.
- Supporting early literacy, teaching healthy habits, funding parent education and at home services for children 0-5.
- Reaching over 40,000 children last fiscal year.

For more information or to purchase tickets [visit here](#).

I hope you will join me at the event and help support a brighter future for children in Wake,
[Insert Name]

EVENT CALENDAR LISTING

What: Building Bright Futures, Wake County Smart Start's 25th Anniversary Evening Fundraiser

Where: Raleigh Convention Center

When: May 13, 2023

Time: 6pm-9pm

Program: VIP Reception, General Reception with Dinner and Play & Learn stations, Keynote Sonia Manzano, Book Signing and Dessert Reception, Streaming Option Available

About the Event: Join Wake County Smart Start (WCSS) in celebrating 25 years of changing the lives of young children in Wake County by attending the *Building Bright Futures* fundraiser. Your donation will help move our mission forward:

- Administering free, public preschool programs for 3 and 4-year-olds living in poverty.
- Improving the quality of child care centers.
- Supporting early literacy, teaching healthy habits, funding parent education and at home services for children ages birth-5.
- Reaching over 40,000 children last fiscal year

NEWS RELEASE



WAKE COUNTY SMART START
25TH ANNIVERSARY CELEBRATION

FOR IMMEDIATE RELEASE

[INSERT DATE]

Contact: Diana Fenves, Director of Community Relations and Development
dfenves@wakesmartstart.org, 919-851-7991

Wake County Smart Start Hosts Evening Fundraiser Celebrating 25 Years of Making a Difference in the Lives of Young Children, with Celebrity Keynote Sonia Manzano, Maria from *Sesame Street*.

Raleigh, NC - Wake County Smart Start, the leading early education agency in Wake County, will host *Building Bright Futures*, presented by PNC, an evening fundraiser on May 13, 2023 at The Raleigh Convention Center. The event celebrates 25 years of shared work in the community preparing young children for success in school and life.

A ticket to the fundraiser includes dinner, raffle, play & learn stations and a keynote by Sonia Manzano, Maria on *Sesame Street* for 44 years and Lifetime Achievement Emmy Award winner. Proceeds will help Wake County Smart Start administer free Pre-K programs for children living in poverty, improve the quality of child care centers, and support parent education and home visiting services.

Last fiscal year Wake County Smart Start reached over 40,000 children – at home, in school and in their communities – to inspire a long-lasting love of learning. Research shows that investing in early childhood lifts children out of poverty, creates a pipeline for a well-trained workforce, reduces future societal costs, and delivers on the dream that every parent has for their child- a dream of a bright future.

“It’s one of the smartest investments you can make in your community”, says Gayle Headen, Wake County Smart Start Executive Director. “It’s upwards of a 13% return when you invest in early education programs.” When working parents and caregivers can’t access high-quality child care and family support, businesses lose revenue – an estimated \$507 million in annual losses for NC businesses. When communities support affordable child care and services for young children, they help parents succeed in their careers and prepare children for school and life ahead.

Building on its longtime support of early childhood education in the Triangle, PNC Bank is the presenting sponsor of *Building Bright Futures*. “As a national main street bank, PNC is committed to building bright futures for the communities we serve, and that starts with supporting our region’s youngest citizens,” said Jim Hansen, PNC regional president for Eastern Carolinas. “PNC supports

high-quality early education and school readiness initiatives because we know these investments impact our community and local economy for generations to come."

Donald Thompson, CEO of The Diversity Movement, is the event chair. "I am proudly hosting this event because now more than ever, we must champion early childhood services to build a bright future for Wake County. Learning starts early and so should our investment in children's futures."

Building Bright Futures will take place 6pm-9pm, Saturday, May 13, at the Raleigh Convention Center, 500 S. Salisbury St., Raleigh, NC 27601. Tickets can be purchased at www.givebutter.com/brightfutures, including a pay-what-you-can option.

[Wake County Smart Start](#) works to ensure that children, birth to five, are prepared for success in school and in life. Follow [this video link](#) to an overview of Wake County Smart Start. For our most recent 2021-2022 Annual Report, visit [here](#).