

Basic Marketing Strategies

Reading for Healthy Families Oregon represents a long term commitment to increasing early childhood literacy, increasing parent-child interaction, and improving family engagement around reading in local communities.

- 1) Identify and cultivate champions that are the usual and unusual suspects—search for community leaders from other agencies, organizations, and businesses who are known advocates for children, education, crime reduction, and strong communities.
- 2) Promote early literacy as an economic development strategy.
Remember that the Department of Corrections forecasts the number of prison cells based on reading test scores.
- 3) Frame your messaging to develop strong, effective marketing materials such as business cards, one-page fliers, brochures, calendar of events, blogs, or other social media such as Facebook, and Twitter.
- 4) Showcase the early literacy training you have received on your website and promotional materials for workshops you will be offering. Your website is a great resource to display event details, newsletters, and demonstrate the value of your organization to the community.
- 5) Contact your local newspaper, radio stations, or other media outlets to let them know about the workshops and other early literacy activities that you are offering for the community. Talk with them about how you are collaborating with local partners to educate families about early literacy so that they can help their children get ready to read when they start kindergarten.

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