



MNAFEE MARKETING TOOLKIT

Communications and marketing are not always a focus for early childhood programs, but they are an essential part of connecting with your community. Learn about the **Your Marketing Toolkit** from MNAFEE and how to utilize the all-new marketing materials.



Kathryn Polum

Mischelle Squire





HELLO! MY NAME IS KATHRYN POLUM

COMMUNITY LIAISON

I work for Osseo Area Schools Early Childhood & Family Education program as a Community Liaison. My role is to create and facilitate a variety of communications to promote our program to families with young children in our school district.





HELLO! MY NAME IS MISCHELLE SQUIRE

OUTREACH FACILITATOR

I work for Anoka-Hennepin Schools Early Learning programs as the Outreach Facilitator. My job is to connect families who haven't heard of our programs and connect them with the best fit for their family. I do this through a multitude of marketing and communication platforms.





AGENDA

1

MARKETING

Focusing your efforts on building meaningful relationships with your community.

2

CANVA

An online graphic design tool.
Home to your **MNAFEE Marketing Toolkit** templates.

3

MNAFEE TOOLKIT

Templates for social media, postcards, and fliers that you can use when you are back in your office.

4

FEEDBACK

Your thoughts. How do you see growing the toolkit to continue to meet everyone's needs?



MARKETING

TIP #1

The desired result of effective marketing is changing or motivating behavior - getting your audiences to do something or to take action.

TIP #3

Learn about your audiences to help you to focus your messaging and use the most effective tools to reach each audience.

TIP #2

Examine all of your marketing materials through the eyes and experiences of your audiences.

TIP #4

Add the human element and emotion to messages to make connections like storytelling or testimonials.



CANVA

CANVA.COM

An online platform where you can create your own content to support your marketing, outreach and communication needs.



Infographics

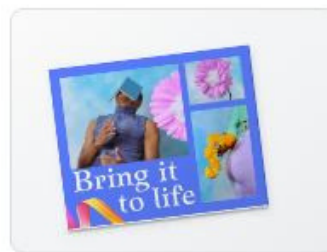


Photo Collages



Desktop Wallpapers



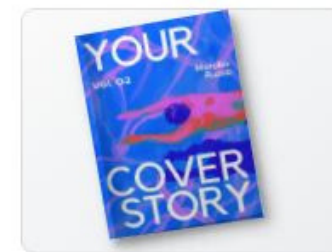
Graphs



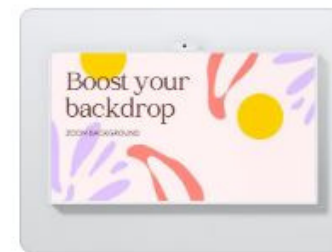
Book Covers



Mind Maps



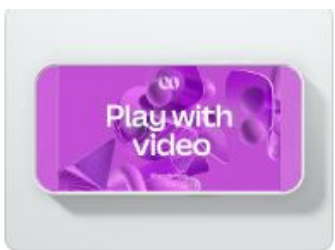
Magazine Covers



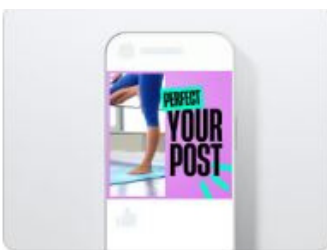
Zoom Virtual Backgrounds



Websites



Videos



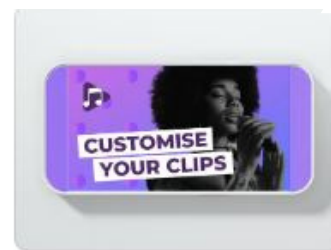
Facebook Videos



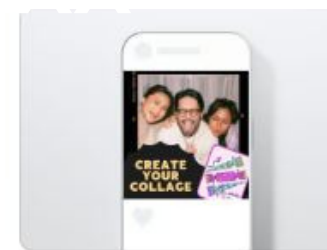
Video Messages



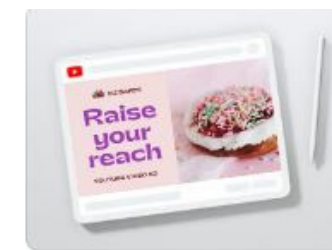
Mobile Videos



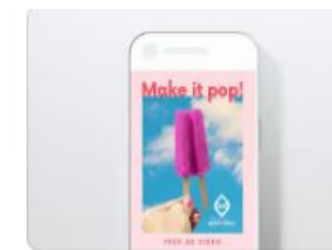
YouTube Videos



Video Collages



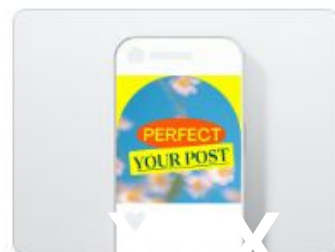
YouTube Video Ads



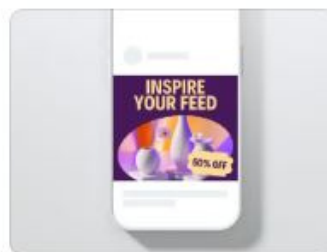
Feed Ad Videos (Portrait)



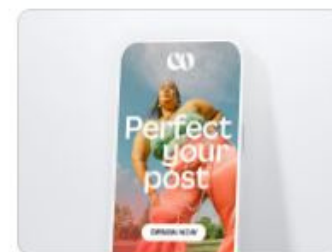
Instagram Reels



Instagram Posts (Square)



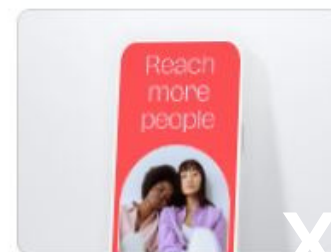
Facebook Posts (Landscape)



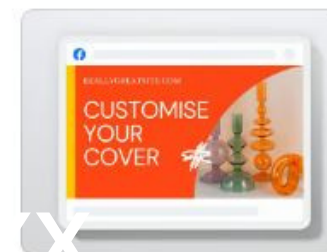
Instagram Stories



Your Stories



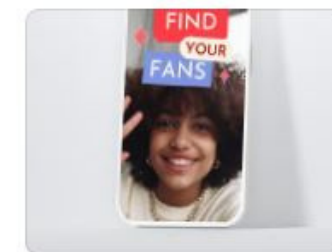
WhatsApp Statuses



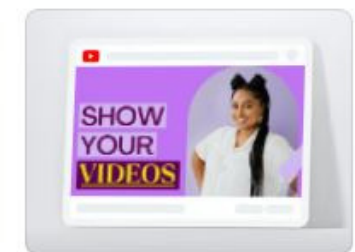
Facebook Covers



Instagram Reels



TikTok Videos



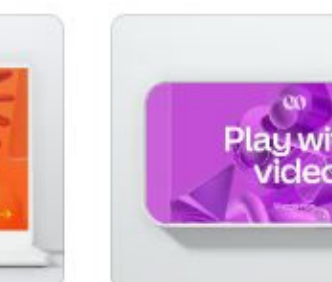
YouTube Thumbnails



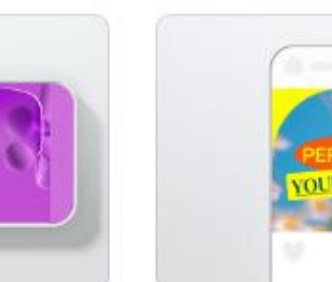
Whiteboard



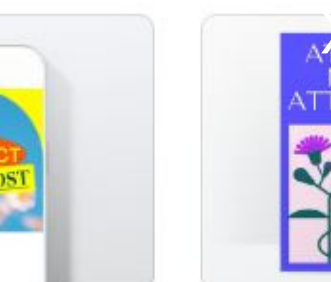
Presentations (16:9)



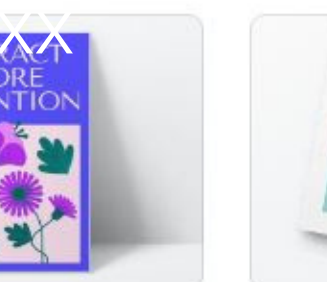
Videos



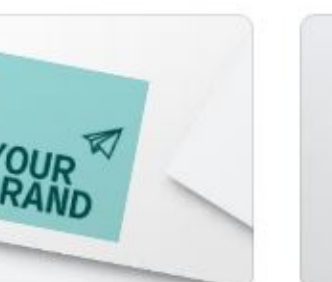
Instagram Posts (Square)



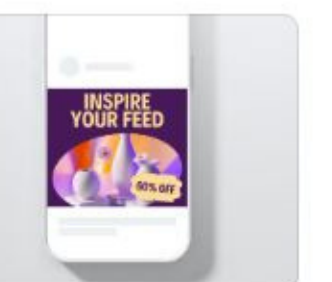
Posters



Logos



Facebook Posts (Landscape)



Flyers



MNAFEE MARKETING TOOLKIT

[CANVA.COM](https://canva.com)

[SOCIAL MEDIA](#)

[FLIERS](#)

[POSTCARDS](#)



GET STARTED

Here's how to access the new MNAFEE toolkit!

Guide:

bit.ly/MNAFEEtoolkit

Templates:

bit.ly/MNAFEE_Social_Template

bit.ly/MNAFEE_Flier_Template

bit.ly/MNAFEE_Postcard_LG





FEEDBACK

THOUGHTS

Word bubble QR code or short bitly link

YOUR BEST PRACTICE

What have you done that has been successful for your program?

FEEDBACK

What works, what doesn't, what will you use?

WHAT'S NEXT?

What do you wish was in the toolkit?



OFFICIAL MNAFEE GEAR

Wear your heart on your sleeve and put on some MNAFEE gear!

Show your support for MNAFEE and Early Childhood Family Education with high-quality gear designed just for you.

- T-shirts
- Sweatshirts
- Baseball caps
- Tote bags



Order your gear today - bit.ly/MNAFEE_Gear

A portion of sales will go towards a MNAFEE scholarship fund.

