

Rain or Shine Artwork Usage

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About the campaign

Our objective is to support, engage, and connect families and caregivers of children ages 0-5 with early childhood best practices. This public messaging campaign uses the power of our collective voices to echo and reinforce actions and activities that:

- Provides developmental tools to build persistence, curiosity, self-regulation, and exploration
- Puts relationships at the center
- Supports informed family decision-making
- Values and builds confidence of family roles & practices; strengths-based
- Encourages play & creativity with concrete examples
- Is culturally relevant

We are guided by these core values: Cultural relevance ♦ Strengths-based ♦ Relationships ♦ Community interaction ♦ Accessible.

By creating consistent messages shared throughout the region, this campaign will connect the tools of early childhood learning with families in a meaningful, useful way that parents and caregivers can implement. Multiple organizations sharing similar, supportive messages will reinforce the campaign goals and make the messages memorable.

Additional information about the campaign can be found in our [Guiding Principles](#) and [Marketing Strategy](#).

Who can use the artwork

The images created by artist Evon Zerbetz for the Association of Alaska School Boards are intended for use in **Stronger Together; The Power of School and Family Partnership in**

Alaska (available [here](#)) and as part of the **Rain or Shine Learning all the Time** shared early childhood messaging campaign.

Images shared in the [Rain or Shine Campaign Management Air Table](#) are available for use by STEPS partner organizations* to share on social media, on websites, in newsletter, and other communication channels where the intended audience are parents, caregivers, and other supportive adults.

STEPS partner organizations are those that have a formal MOA with AASB or have assisted with the development of this campaign. They include:

- AEYC-SEA
- Tlingit & Haida Head Start
- Sealaska Heritage Baby Raven Reads
- Chatham School District
- Hoonah School District
- Hydaburg School District
- Juneau School District
- Sitka School District
- Yakutat School District
- REACH Infant Learning Program
- Sitka Center for Community
- Juneau Public Library
- ROCK Juneau
- City & Borough of Juneau - Zach Gordon Youth Center

Please note that the artwork should not be used for the express purpose of promoting or advertising a specific school, organization or program. For example, the artwork should not be used on a flyer promoting enrollment in a specific preschool. Nor should it be used on products designed to generate profits.

If you are unsure if you have permission to post, please email stepsak@aab.org or call 907 463-1660.

How to participate

After you have confirmed your participation in the campaign with AASB, you can access the resources and help amplify the messages in the following way.

Schedule

We have created a schedule of posts to help amplify our voices. For each three month stretch there are two images and four suggested posts to go with each image.

Winter (Dec-Feb)

Spring (March-May)

Summer (June-August)

Fall (Sept-Nov)

How to find a post

<https://airtable.com/shr2zgCPe9HvViSLx>

Guidelines for posting

Pairing with other resources

Main messages should always focus on how parents and caregivers can support young children without necessitating signing up for a program, clicking through to an article, or attending an event. However, when appropriate links to other resources, places, or programs where parents and caregivers can learn more can be added as supporting information.

Resources that are shared in supporting information should preferably be free and available to all families. Local examples include:

- Juneau Family Pages, Sitka Kids (community resource pages)
- Imagination Library, Baby Raven Reads, Library program (books & literacy)
- Circle of Security, Motherhood/Fatherhood is Sacred (parenting classes)
- Parents as Teachers, Infant Learning Program (home visiting)
- Early learning fairs, community cafes (community events)
- Articles, videos, or posts from organizations like NAEYC, Zero to Three, and Ready Rosie, that dive into the topic.

Tracking our progress

Continued assessment of engagement will be collected to determine:

- Which digital resources are most used
 - Reach and engagement on social media posts
 - Website analytics showing page visits and downloads of materials
 - Email newsletter analytics including subscribers, opens, link clicks, and related web page visits and downloads
 - Direct feedback to organizations sharing the resources
- Event attendance and feedback
- Growth of subscribers to organization services (recruitment and retention)
 - Imagination Library
 - Baby Raven Reads
- Parent Surveys
- Physical Evidence
 - Parents and caregivers having fun with the child.
 - Doing the activities.
 - Children being confident and ready to learn when they enter kindergarten.

