

Touch Point Marketing

Success On The Ground with Early Grade Reading

If the issue of early grade reading is elevated – and United Ways and their partners are using every avenue possible to get the message out, what does that look like? Here's a hypothetical example:

Jane and Joe Doe wake up to a radio public service announcement about the importance of early grade reading, and the news site they peruse online with their coffee features an article about a summer reading program that needs funding. At work, Jane learns that the United Way employee engagement campaign in her company is dedicated to early grade literacy, and she receives information about local resources that she'll pass on to her neighbor with young kids. Joe, a second-grade teacher, is taking advantage of new professional development tools that support his understanding of how children read. But first, he deploys six senior citizens who come to his class every week to read with the children struggling the most. Their volunteer training curriculum is underwritten by the local bank.

At lunch, Jane goes to the grocery store and sees a kiosk with tips for parents to help elementary schoolers use grocery trips to boost reading skills. That reminds her that her church is adopting a library branch on the east side of town, raising money in the congregation for books and programming. They're also working with the pastor and the local Parents As Teachers and PTA chapter to start a parent literacy education series in the church building at night, run by a volunteer. And at her Rotary Club meeting last week, a new initiative called Business Engaged in Schools Today (BEST) announced that it's seeking funds to underwrite a new literacy coaching program in the poorest elementary schools that teacher are developing.

Driving home, Joe sees a billboard urging his community to support early grade reading. In the mail there's a flyer from a major bookstore offering a discount for summer reading books for kids, with a call to action to support state legislation that's funding summer reading programs in the schools. After dinner, Joe and Jane go online to let their state legislator known that they support the bill. In our community, they write, we are doing everything we can to help kids read. Please help us do more!