

PARENT COMPANION
MARKETING KIT



**PARENT
COMPANION**
FIRST FIVE YEARS

Contents

The purpose of this Kit is to help you get started in marketing and promoting the Parent Companion website. Templates for these documents can be found in the Marketing section of the site.

PROMOTIONAL STARTER KIT

FOR TRAINER OF TRAINERS

This kit contains a starting supply of material to begin promoting the Parent Companion website in your area. This kit provides you with:

- Business Cards
- Postcards for Parent and Professional Audiences
- Notepads with Parent Bill of Rights
- Sticky Notes
- Pens
- Flyers
- Poster

PROMOTIONAL INVENTORY

A comprehensive list of the Parent Companion printable items . This list includes the filename, intended use, and specifications to communicate to a print vendor.

SAMPLE MESSAGING

FOR TRAINER OF TRAINERS

Prewritten messages intended for dissemination via email, Twitter, or Facebook.

SAMPLE MARKETING CALENDAR

FOR TRAINER OF TRAINERS

A suggested timeline for release of messaging.

SHARING WITH DOCTORS AND COMMUNITY OFFICES

FOR TRAINER OF TRAINERS

Tips on how to connect with offices

Parent Companion Marketing Inventory

ITEM	FILE NAME	INTENDED USE	PRINT SPECIFICATION
Business Card	Parent_Companion_Business_Card.pdf	To distribute at events or hand out as additional resource to professionals who interact with parents of young children with disabilities	<ul style="list-style-type: none"> 3.5 inches x 2 inches White 100# Dull Coverstock Full color Full bleed Duplexed
Postcard (Parents)	Parent_Companion_Postcard_Parents.pdf	To distribute at events or hand out as additional resource to parents of young children with disabilities	<ul style="list-style-type: none"> 4.5 inches x 5.5 inches White 100# Dull Coverstock Full color Full bleed Duplexed
Postcard (Professionals)	Parent_Companion_Postcard_Professionals.pdf	To distribute at events or hand out as additional resource to professionals who interact with parents of young children with disabilities	<ul style="list-style-type: none"> 4.5 inches x 5.5 inches White 100# Dull Coverstock Full color Full bleed Duplexed
Notepads	Parent-Companion-Rights-Notepad.pdf	To distribute at events or hand out as additional resource to parents of young children with disabilities	<ul style="list-style-type: none"> 4 inches x 6 inches White 60# Text Full color No bleed 5-pg document repeats 10x to create alternating pages in notepad of 50 pages
Sticky Note	Parent_Companion_Sticky_Note.pdf	Promotional item (giveaway)	<ul style="list-style-type: none"> 3 inches x 3 inches No bleed Full color Created for Crestline.com requirements
Pen	Parent-Companion-Pen.eps (for print) Parent-Companion-Pen.pdf (to view)	Promotional item (giveaway)	<ul style="list-style-type: none"> 1.27 inches x .38 inches Single color Created for Crestline.com requirements
Flyer about My Guide (Parents)	Flyer-My-Guide-for_Parents.doc Flyer-My-Guide-for_Parents-Spanish.doc	Informational piece to have as standalone piece or to elaborate with interested parent.	<ul style="list-style-type: none"> 8.5 inches x 11 inches (Letter landscape) Full color No bleed
Flyer about My Guide (Professional)	Flyer-My-Guide-for_Professionals.doc Flyer-My-Guide-for_Professionals-Spanish.doc	Informational piece to have as standalone piece or to elaborate with interested professional.	<ul style="list-style-type: none"> 8.5 inches x 11 inches (Letter landscape) Full color No bleed
Half-page Black and White Flyer	Half-pg-flyer-English.doc Half-pg-flyer-Spanish.doc	Informational piece to have as standalone piece or to elaborate with interested parent.	<ul style="list-style-type: none"> 8.5 inches x 5.5 inches No bleed Grayscale
Poster	Parent_Companion_Poster_English.pdf Parent_Companion_Poster_Spanish.pdf Parent_Companion_Poster_English.doc Parent_Companion_Poster_Spanish.doc	Display item to distribute to local community centers or doctor offices.	<ul style="list-style-type: none"> 11 inches x 17 inches No bleed Full color
Radio advertisement	ParentCompanion-English.wav ParentCompanion-Spanish.wav	For radio promotion. Please contact your local station for rates and availability.	<ul style="list-style-type: none"> 30 second spot



Business Card



**PARENT
COMPANION**
FIRST FIVE YEARS

A website providing information, inspiration, and resources for Texas parents and caregivers of children with diagnosed or suspected disabilities from birth through 5 years of age.

You are not alone.

Learn more and explore resources at
www.parentcompanion.org



**COMPAÑERO DE
PADRES**
PRIMEROS CINCO AÑOS

Un sitio web con información, inspiración y recursos en Texas para padres y cuidadores de niños con discapacidades diagnosticadas o sospechadas desde nacimiento a través de los 5 años de edad.

Usted no está solo.

Explore recursos y consiga más información en
www.parentcompanion.org



**PARENT
COMPANION**
FIRST FIVE YEARS

Looking for a comprehensive resource for parents of children with disabilities?

You are not alone.

The **Parent Companion - First Five Years** is a website that connects Texas parents of children from birth through 5 years of age to information, inspiration, and resources. The site is intended as a guide through the complex world of services and everyday scenarios encountered when raising a young child with a disability.

www.parentcompanion.org



**COMPAÑERO DE
PADRES**
PRIMEROS CINCO AÑOS

¿En busca de un recurso completo para padres de niños con discapacidad?

Usted no está solo.

El Compañero de Padres - Primeros Cinco Años es un sitio web que conecta a padres en Texas a información, inspiración, y recursos para sus niños desde el nacimiento hasta los 5 años de edad. El sitio pretende ser una guía a través del complejo mundo de los servicios y escenarios cotidianos encontrados en la crianza de un niño con una discapacidad.

www.parentcompanion.org

Postcards



*I have the right to enjoy my life
as intensely as possible.*

- PARENT COMPANION RIGHTS

Notepad



Pen item: # 108272 from Crestline.com



Sticky Note

Raising a child diagnosed with a disability can be overwhelming.

You are not alone.

The Parent Companion - First Five Years is a **website that connects Texas parents** of children from birth through 5 years of age to information, inspiration, and resources. The site is intended as a guide through the complex world of services and everyday scenarios you encounter when **raising a young child with a disability.**

Find what you need when you need it.

The Parent Companion offers a custom search function to narrow down the abundant resources available to you. Filter down by:

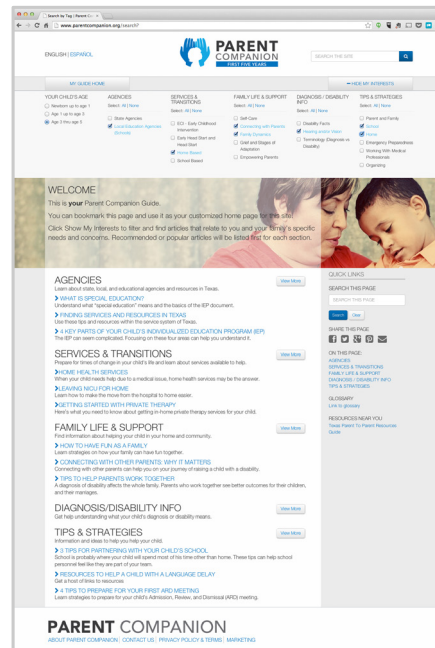
- Your child's age
- Agencies
- Services and transitions
- Family life and support
- Diagnosis/Disability
- Tips and strategies

You can also bookmark this page and use it as your customized home page for this site.

Click Show My Interests to filter and find articles that relate to you and your family's specific needs and concerns. Recommended or popular articles will be listed first for each section.

Start creating your home page at

www.parentcompanion.org



Criar a un niño diagnosticado con una discapacidad puede ser abrumador.

Usted no está solo.

El Compañero de Padres - Primeros Cinco Años es un sitio web que conecta a los padres tejanos de los niños desde los recién nacidos hasta los cinco años de edad a información, a inspiración y a recursos. A propósito, este sitio sirve como guía para recorrer el mundo complejo de servicios y las situaciones diarias con el cual se encuentra al criar un niño pequeño con una discapacidad.

Encuentre lo que necesita cuando lo necesita.

El Compañero de Padres ofrece una función de búsqueda personalizadas para reducir los abundantes recursos disponibles para usted. Filtra por:

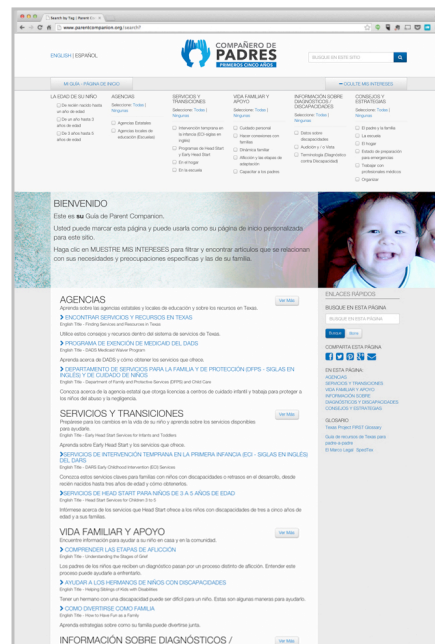
- La edad de su hijo
- Agencias
- Servicios y transiciones
- La vida familiar y apoyo
- Diagnóstico/Discapacidad
- Consejos y estrategias

También puede marcar esta página y utilizarla como su página de inicio personalizada para este sitio.

Haga clic en "Muestre Mis Intereses" y encuentra los artículos que se relacionan con usted y las necesidades y preocupaciones específicas de su familia. Artículos recomendados o populares se muestran antes de cada sección.

Comienza a crear tu página de inicio en

www.parentcompanion.org



Flyers for Parents

Looking for a comprehensive resource for parents of children with disabilities?

You are not alone.

The Parent Companion - First Five Years is a **website that connects Texas parents** of children from birth through 5 years of age to information, inspiration, and resources. The site is intended as a guide through the complex world of services and everyday scenarios encountered when **raising a young child with a disability**.

Find what you need when you need it.

The Parent Companion offers a custom search function to narrow down the abundant resources available to parents. Filter down by:

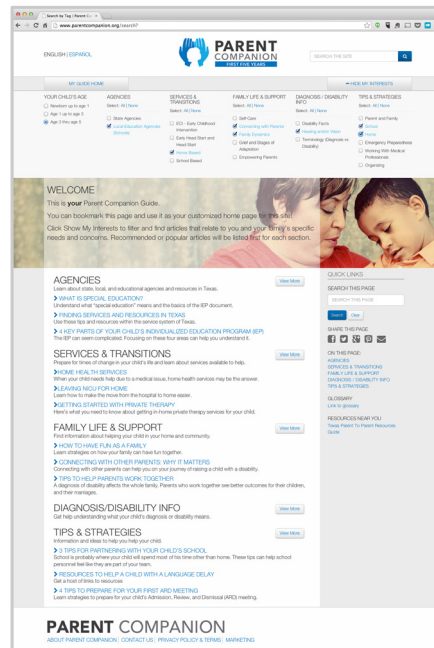
- The child's age
- Agencies
- Services and transitions
- Family life and support
- Diagnosis/Disability
- Tips and strategies

Parents can also bookmark this page and use it as a customized home page for this site.

Click "Show My Interests" to filter and find articles that relate to directly to a family's specific needs and concerns. Recommended or popular articles will be listed first for each section.

Start exploring the wealth of resources at

www.parentcompanion.org



¿En busca de un recurso completo para padres de niños con discapacidad?

Usted no está solo.

El Compañero de Padres - Primeros Cinco Años es un sitio web que conecta a los padres tejanos de los niños desde los recién nacidos hasta los cinco años de edad a información, a inspiración y a recursos. A propósito, este sitio sirve como guía para recorrer el mundo complejo de servicios y las situaciones diarias con el cual se encuentra al criar un niño pequeño con una discapacidad.

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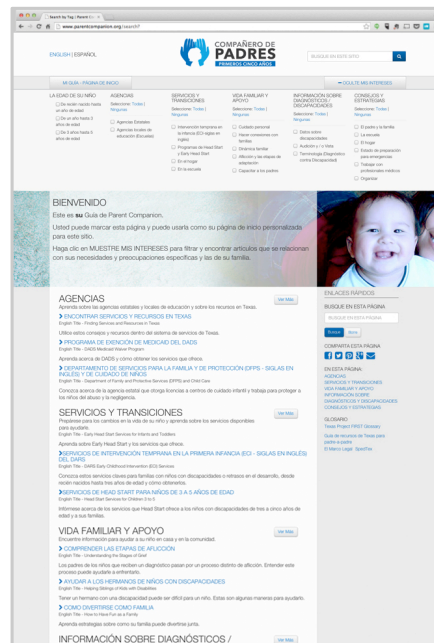
- La edad de su hijo
- Agencias
- Servicios y transiciones
- La vida familiar y apoyo
- Diagnóstico/Discapacidad
- Consejos y estrategias

Padres también puede marcar esta página y utilizarla como su página de inicio personalizada para este sitio.

Haga clic en "Muestre Mis Intereses" y encuentra los artículos que se relacionan con las necesidades y preocupaciones específicas de una familia. Artículos recomendados o populares se muestran antes de cada sección.

Comienza a explorar los recursos en

www.parentcompanion.org



Flyers for Professionals



Raising a child diagnosed with a disability can be overwhelming.

You are not alone.

The Parent Companion - First Five Years is a **website that connects Texas parents** of children from birth through 5 years of age to information, inspiration, and resources. The site is intended as a guide through the complex world of services and everyday scenarios encountered when **raising a young child with a disability**.

Family Interviews

Resources and useful documents

Ready to use strategies

With the Parent Companion, parents will:

- not feel alone,
- be **empowered by their knowledge** and
- learn how to speak up for their child and themselves.

www.parentcompanion.org



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Criar a un niño diagnosticado con una discapacidad puede ser abrumador.

Usted no está solo.

El Compañero de Padres - Primeros Cinco Años es un sitio web que conecta a los padres tejanos de los niños desde los recién nacidos hasta los cinco años de edad a información, a inspiración y a recursos. A propósito, este sitio sirve como guía para recorrer el mundo complejo de servicios y las situaciones diarias con el cual se encuentra **al criar un niño pequeño con una discapacidad**.

Entrevistas con familias

Recursos y documentos útiles

Estrategias a la mano para utilizarlas

Con el Compañero de Padres, los padres:

- no se sentirán solos,
- se sentirán capacitados con su conocimiento y
- aprenderán a abogar por su niño y por sí mismos.

www.parentcompanion.org



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Entrevistas con familias

Recursos y documentos útiles

Estrategias a la mano para utilizarlas

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- no se sentirán solos,
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www.parentcompanion.org

Half-page Flyer



**PARENT
COMPANION**
FIRST FIVE YEARS



Raising a child diagnosed with a disability can be overwhelming.

You are not alone.

The Parent Companion - First Five Years is a website that connects Texas parents of children from birth through 5 years of age to information, inspiration, and resources.

The site is intended as a guide through the complex world of services and everyday scenarios you encounter when raising a young child with a disability.

**Find what you need when you
need it.**

¡Disponible en español!

www.parentcompanion.org



**PARENT
COMPANION**
FIRST FIVE YEARS



Criar a un niño diagnosticado con una discapacidad puede ser abrumador.

Usted no está solo.

Los Primeros Cinco Años es un sitio web que conecta a los padres tejanos de los niños desde los recién nacidos hasta los cinco años de edad a información, a inspiración y a recursos.

A propósito, este sitio sirve como guía para recorrer el mundo complejo de servicios y las situaciones diarias con el cual se encuentra al criar un niño pequeño con una discapacidad

**Encuentre lo que necesita
cuando lo necesite.**

www.parentcompanion.org

Sample Email Messages

1. Introductory email
 2. Features email
-

INTRODUCTORY EMAIL

The intent of this email is to introduce the Parent Companion to a select audience.

Subject Line

Raising a child diagnosed with a disability can be overwhelming. You are not alone.

Sender

Use a personal email address

Content

The Parent Companion connects Texas parents to information, inspiration, and resources for children from birth through 5 years of age.

The Parent Companion - First Five Years is a website intended to guide you through the complex world of services and everyday scenarios encountered when raising a young child with a disability.

The Parent Companion includes family interviews, webinars, and documents containing:

- easy-to-use strategies for understanding and planning for changes
- comprehensive resources to support you and your family

The Parent Companion is designed to share the firsthand experience, tips, and advice of parents and families from across Texas with you through video. With the Parent Companion, you will not feel alone—you will be reassured through this difficult journey and become empowered to speak up for your child and yourself.

Visit www.parentcompanion.org to begin exploring the multitude of resources available to you!

SPANISH

CORREO INTRODUCTORIO

El propósito de este correo electrónico es de introducir el Parent Companion (el Compañero del Padre) a un público selecto.

Subject Line

Criar a un niño diagnosticado con una discapacidad puede ser abrumador. Usted no está solo.

Sender – use a personal email address - Utilice un correo electrónico personal

Content

El Parent Companion conecta a los padres tejanos a información, a inspiración y a recursos para los niños desde los recién nacidos hasta los cinco años de edad.

El Parent Companion – Los Primeros Cinco Años es un sitio web cuyo propósito es de guiarlo por el mundo complejo de servicios y las situaciones diarias con el cual se encuentra al criar un niño pequeño con una discapacidad.

El Parent Companion incluye entrevistas con familias, webinars (seminarios a través del Internet) y documentos que contienen:

- estrategias fáciles de usar para comprender y para planear cambios y
- amplios recursos para apoyarlos a usted y a su familia.

El Parent Companion está diseñado para compartir con usted, a través de videos, experiencias de primera mano y consejos de padres y de familias a lo largo de Texas. Con el Parent Companion, usted no se sentirá solo – usted se sentirá tranquilizado a través de este camino difícil y se sentirá capacitado para abogar por su niño y por usted mismo.

Vea www.parentcompanion.org para empezar a explorar la multitud de recursos a su disposición.

FEATURES EMAIL

The intent of this email is to highlight benefits of the Parent Companion.

Subject Line

The Parent Companion is your guide.

Sender

Use a personal email address

Content

Find what you need when you need it.

The Parent Companion offers a custom search function to narrow down the abundant resources available to you.

Filter down by:

- Your child's age
- Agencies
- Services and transitions
- Family life and support
- Diagnosis/Disability
- Tips and strategies

You can also bookmark this page and use it as your customized home page for this site.

Click Show My Interests to filter and find articles that relate to you and your family's specific needs and concerns. Recommended or popular articles will be listed first for each section.

Start creating your home page at www.parentcompanion.org

SPANISH

FEATURES EMAIL

El propósito de este correo electrónico es de enfatizar los beneficios del Parent Companion.

Subject line

El Parent Companion es su guía.

Sender – Use a personal email address - Utilice un correo electrónico personal

Content

Encuentre lo que necesita cuando lo necesite.

El Parent Companion ofrece una función de búsqueda personalizada para limitar los abundantes recursos a su disposición. Puede filtrar por:

- La edad de su niño
- Agencias
- Servicios y Transiciones
- Vida Familiar y Apoyo
- Diagnóstico / Discapacidad
- Consejos y Estrategias

También puede marcar esta página y utilizarla como su página personalizada para este sitio.

Haga clic en Muestre Mis Intereses para filtrar y encontrar artículos que se relacionan con las necesidades específicas y las preocupaciones de su familia y las suyas. Los artículos recomendados o populares se listarán primeramente en cada sección.

Comience a crear su página personalizada en www.parentcompanion.org.

Social Media Messaging

TWITTER:

Tweet 1:

The Parent Companion website is live! Explore resources for parents raising a child diagnosed with a disability. www.parentcompanion.org

Tweet 2:

Raising a child diagnosed with a disability can be overwhelming. You are not alone. www.parentcompanion.org #parents #disability #resources

Tweet 3:

The Parent Companion is a parent's guide to resources for children w/disabilities www.parentcompanion.org #parents #disability #resources

Tweet 4:

Learning your child has a disability can be devastating. Don't give up—start finding the help and support you need. www.parentcompanion.org

Tweet 5:

Texas parents share their firsthand experiences raising children with disabilities. www.parentcompanion.org #parents #disability #resources

SPANISH:

Tweet 1:

¡El sitio web de Parent Companion está en línea! Explore recursos para los padres que están criando a un niño diagnosticado con una discapacidad. www.parentcompanion.org

Tweet 2:

Criar a un niño con una discapacidad puede ser abrumador. Usted no está solo. www.parentcompanion.org#parents#disability#resources

Tweet 3:

El Parent Companion es una guía que contiene recursos para los padres que tienen niños con discapacidades. www.parentcompanion.org#parents#disability#resources

Tweet 4:

Darse cuenta que su niño tiene una discapacidad puede ser devastador. No se dé por vencido – empiece a buscar la ayuda y el apoyo que necesita. www.parentcompanion.org

Tweet 5:

Los padres tejanos comparten sus experiencias de primera mano en cómo criar a niños con discapacidades. www.parentcompanion.org#parents#disability#resources

FACEBOOK:

Post 1:

Raising a child diagnosed with a disability can be overwhelming. You are not alone. The Parent Companion connects Texas parents to information, inspiration, and resources for children from birth through 5 years of age. Explore the resources at your fingertips. www.parentcompanion.org

Attach this or similar image:



SPANISH

Criar a un niño diagnosticado con una discapacidad puede ser abrumador. Usted no está solo. El Parent Companion conecta a los padres tejanos a información, a inspiración y a recursos para los niños desde los recién nacidos hasta los cinco años de edad. Explore los recursos a su alcance. www.parentcompanion.org

Post 2:

You are not alone in your journey through the complex world of services and everyday scenarios encountered when raising a young child with a disability. The Parent Companion is a free, one-of-a-kind website offering video, articles, and resources to support your family. Check it out www.parentcompanion.org

Attach this or similar image:

**SPANISH**

Usted no está solo en su camino al recorrer el mundo complejo de servicios y las situaciones diarias con el cual se encuentra al criar un niño pequeño con una discapacidad. El Parent Companion es un sitio web único que es gratis y ofrece videos, artículos y recursos para apoyar a su familia. Vea www.parentcompanion.org



Post 3:

Life is hard enough without a negative attitude slowing you down. Learn how to create a positive attitude with the Parent Companion

<http://www.parentcompanion.org/article/creating-a-positive-outlook>

Attach this or similar image:

**SPANISH**

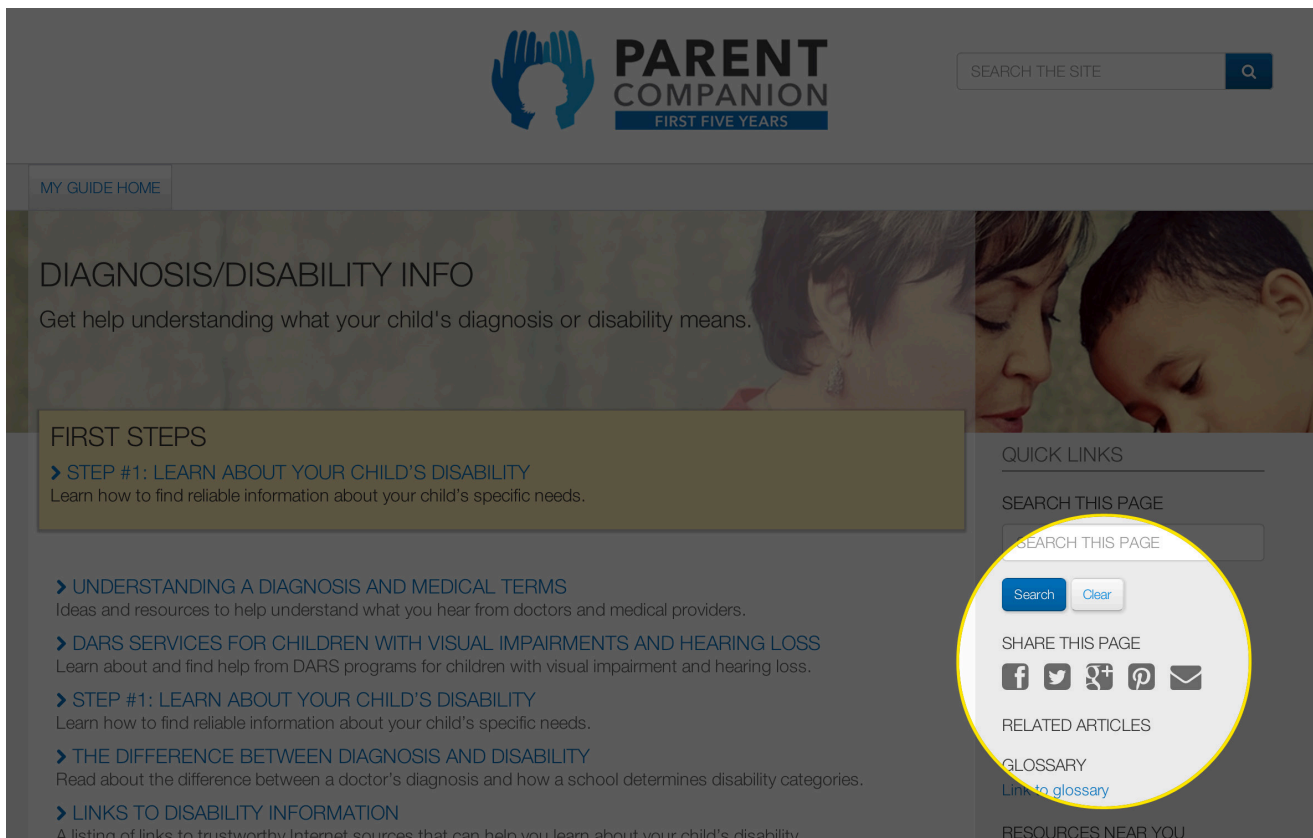
La vida es suficientemente difícil sin tener una actitud negativa que lo ralentice. Aprenda cómo crear una actitud positiva con el Parent Companion.

<http://www.parentcompanion.org/article/creating-a-positive-outlook>

SHARING INFORMATION DIRECTLY FROM THE WEBSITE

Each page on the Parent Companion has the option to share to the following platforms directly from the website:

- Facebook
- Twitter
- Google+
- Pinterest
- Email



The screenshot shows the Parent Companion website interface. At the top, there is a logo with two hands holding a child's head, followed by the text "PARENT COMPANION" and "FIRST FIVE YEARS". A search bar is located in the top right corner. Below the header, there is a navigation bar with a link to "MY GUIDE HOME". The main content area is titled "DIAGNOSIS/DISABILITY INFO" and includes a sub-header "Get help understanding what your child's diagnosis or disability means." Below this, there is a section titled "FIRST STEPS" with a link to "STEP #1: LEARN ABOUT YOUR CHILD'S DISABILITY". Further down, there are several links to other resources, including "UNDERSTANDING A DIAGNOSIS AND MEDICAL TERMS", "DARS SERVICES FOR CHILDREN WITH VISUAL IMPAIRMENTS AND HEARING LOSS", "STEP #1: LEARN ABOUT YOUR CHILD'S DISABILITY", "THE DIFFERENCE BETWEEN DIAGNOSIS AND DISABILITY", and "LINKS TO DISABILITY INFORMATION". On the right side of the page, there is a sidebar with sections for "QUICK LINKS", "SEARCH THIS PAGE", "SHARE THIS PAGE", "RELATED ARTICLES", "GLOSSARY", and "RESOURCES NEAR YOU". A yellow circle highlights the "SHARE THIS PAGE" section, which includes social media icons for Facebook, Twitter, Google+, Pinterest, and Email, along with a "Search" button and a "Clear" button.

PARENT COMPANION
FIRST FIVE YEARS

SEARCH THE SITE

MY GUIDE HOME

DIAGNOSIS/DISABILITY INFO
Get help understanding what your child's diagnosis or disability means.

FIRST STEPS
➤ [STEP #1: LEARN ABOUT YOUR CHILD'S DISABILITY](#)
Learn how to find reliable information about your child's specific needs.

➤ [UNDERSTANDING A DIAGNOSIS AND MEDICAL TERMS](#)
Ideas and resources to help understand what you hear from doctors and medical providers.

➤ [DARS SERVICES FOR CHILDREN WITH VISUAL IMPAIRMENTS AND HEARING LOSS](#)
Learn about and find help from DARS programs for children with visual impairment and hearing loss.

➤ [STEP #1: LEARN ABOUT YOUR CHILD'S DISABILITY](#)
Learn how to find reliable information about your child's specific needs.

➤ [THE DIFFERENCE BETWEEN DIAGNOSIS AND DISABILITY](#)
Read about the difference between a doctor's diagnosis and how a school determines disability categories.

➤ [LINKS TO DISABILITY INFORMATION](#)
A listing of links to trustworthy Internet sources that can help you learn about your child's disability.

QUICK LINKS

SEARCH THIS PAGE
SEARCH THIS PAGE
Search Clear

SHARE THIS PAGE
f t g+ p e

RELATED ARTICLES

GLOSSARY
[Link to glossary](#)

RESOURCES NEAR YOU

Sample Calendar

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3 Twitter post Intro email	4	5	6
7	8 Facebook post	9	10 Twitter post	11	12	13
14	15 Facebook post	16	17 Twitter post Features email	18	19	20
21	22 Facebook post	23	24 Twitter post	25	26	27
28	29	30				

HELPFUL HINTS:

- Don't post everything at once--spread out your messaging to a manageable schedule.
- Use feedback from your audience to craft additional messages answering popular questions, or addressing a specific topic further. This will continue the conversation with your audience.

Sharing with Doctors and Community Offices

Doctors' Offices are ideal locations for placement of your flyers or promotional posters. Identify a few locations in your area where parents would potentially need to learn about the Parent Companion.

It is best to make initial contact with each office and hand-deliver material upon contact. If that is not feasible, feel free to write a cover letter explaining who you are and why you are sending the material. If appropriate, schedule a face-to-face meeting to explain the material and the website.

Local state services offices are also a good option. Developing a good working relationship with the members of these offices will allow you the opportunity to connect with them to share resources consistently.