



Thank you for your support of early learning and literacy in our Moonshot Community! You are invited to join our 2021-22 Moonshot Outreach "Alphabet for Humanity" social media campaign.

**WHAT and WHY:** MCAN Bold Idea 1 team is coordinating a new public awareness social media campaign designed to:

- Create awareness of our collaborative Moonshot work and the importance of early literacy, which will lead to the systems change needed to reach our literacy goal;
- Honor our Moonshot leaders by featuring their "facts" and "interviews" in the campaign;
- Expand our Moonshot Moment influence by having MCAN friends also share the same social media post on their own sites, every "Moonshot Monday" to increase the reach of our messages;
- Provide many easy ways for our Moonshot Community members to get involved.

**HOW:** We are co-creating this campaign together! Each MCAN bold idea team is encouraged to provide recommended "did you know" facts which we may build into the campaign. We're asking MCAN members to show your support by sharing the post on your social media sites on Monday - imagine the power of having all of our collective audiences see the same message! We are stronger together!

**NEXT STEPS:** Please vote for your preferred design template, and send us the eMail address where we should forward you the Monday post. Posts will be sent to you on the Friday prior to the post date. Thank you!

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**Option 1:** - White background. Alternate the rocket color to differentiate between the "Week A- "Did You Know" fact and the "Week B - Featured Word / Video

**DID YOU KNOW...**

An estimated 2/3 of students who are unable to read with proficiency by 4th grade will end up on welfare or in jail.

Our Moonshot goal is for children to be ready for kindergarten and 90% reading on grade level by the end of third grade!

When you help a child learn to read, it changes who they become!

To learn more, visit [MoonshotMoment.org](http://MoonshotMoment.org)

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**FEATURED LETTER:**

**B**

**FEATURED WORD:**

**BRAVERY**

See how "Moonshot" and Adam bring words to life with movement!



You can help reinforce the meaning of vocabulary words by creating a movement to go with the word or phrase.

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**MoonshotMoment.org**

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## Option 2: - Two-column, alternating colors between “Did You Know” and “Featured Word / Video”

**Did you know...**

Students who don't read on level by the end of 3rd grade are 4 times likelier to drop out of school.

In our Moonshot Community, we are working to make sure all children will be ready for kindergarten and reading on level by the end of 3rd grade!



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**Featured Letter**



When you help a child learn to read, it changes who they become!

and

**Featured Word-Abundance**

See examples of ABUNDANCE as “Moonshot” talks with Ms. Pearce and Mr. Curtis from GYAC!





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**Featured Letter**



When you help a child learn to read, it changes who they become!

**HOW TO VOTE:** Send an eMail to [mobrien@thelearningalliance.org](mailto:mobrien@thelearningalliance.org) with the subject line "Vote for Moonshot campaign design" and indicate if you prefer "Option 1" or "Option 2." Include the eMail address where we should send you the Moonshot Monday post to share on your social media sites. Please vote by February 18, 2021, and we will launch the campaign on 2/22/21.