


# Strolling Thunder

## Engaging Partners



### Partner Engagement Opportunities

- **Attend the *Strolling Thunder* event (and recruit others to join!).** More people—and a range of parents, early childhood providers and experts, and relevant community leaders (such as law enforcement, medical providers, etc.)—will make for a stronger *Strolling Thunder* event. Encourage key partners to participate by: offering a speaking role; including their organization name on signage, materials you distribute, and in earned and social media outreach; and/or formally thanking them in your remarks.
- **Co-sponsor or provide in-kind support.** Partnering with relevant organizations such as libraries, local service providing agencies, and advocacy organizations can be a great way to broaden the reach of your event and share the work of putting on *Strolling Thunder*.
- **Recruit families to share their stories.** Some partners may have connections to parents of young children and can identify or refer parents who might have relevant stories to share with their policymakers. You can recognize these partners' efforts on your website, through social media outreach, and by highlighting to policymakers and earned media outlets the programs that support these parents.
- **Serve as a third-party validator in earned media outreach.** Spokespeople and organizations from respected and/or different fields who are working to better support families—such as medical providers, law enforcement officers, and business leaders—can reinforce the importance of investing in children ages 0 to 3. Connect with partners to see if they would be willing to include a quote in your *Strolling Thunder* press release and/or be available for interviews with reporters.
- **Sign on to an op-ed or blog post.** Similar to serving as a media spokesperson, consider connecting with partners to co-sign an op-ed or blog post related to why policymakers should *Think Babies* and support the policy priorities you have identified.
- **Share *Strolling Thunder* announcements via e-newsletters and/or website.** Partners can help encourage individuals and organizations through their networks to participate in and share information about *Strolling Thunder* through their e-newsletters and website. Use the Elevator Speech to provide content that partners can drop into their materials.
- **Support *Strolling Thunder* through your social channels.** Regardless of whether partners engage in *Strolling Thunder* in other ways, encourage them to share information about the event and the *Think*



*Babies* message through their social media channels. Suggested content, including template posts and social graphics, is included below in the Social Media Outreach section.