

PROMOTE YOUR WORK.

Together we are creating a thriving community! We are proud to have you as a partner and encourage you to promote your work that supports and advances Thrive2027. These resources will be helpful to your communication efforts.

Download and post the [Thrive2027 partner badge](#) with your announcements.



OP-ED AND/OR NEWSLETTER ANNOUNCEMENT

We encourage you to send an op-ed to your local newspaper so their readers can learn about the importance of your work in relation to Thrive2027. This messaging would also serve well as an announcement in your organization's newsletter.

Op-ed Messaging Framework

Why is Thrive2027 needed?

Goal 1: Give kids a strong start: Children will lead our communities tomorrow, and it is important they are healthy, educated, and resilient. It takes all of us working to ensure that even the youngest children in Greater Portland have a strong start, so they read at grade level in third grade. Until third grade, children are learning to read. After third grade, they are reading to learn. It is critical to their lifelong success, which is why together we can give kids a strong start.

Goal 2: Empower our neighbors to thrive, not just survive: When our neighbors have the educational and employment opportunities to become financially stable, they can pay their rent on time and put food on the table. They are also better able to save for emergencies, buy a house, pay for college, and save for retirement. Therefore, we must work together to ensure more individuals and families in Greater Portland are more financially secure through improved education and employment opportunities.

Goal 3: Help us all live longer, better: Too many lives are cut short due to barriers to health, such as untreated mental health issues, substance use disorder, or domestic violence. We must work to ensure that everyone in Greater Portland has opportunities to live healthier lives to reduce preventable premature death.

Why am I or my company/organization participating?

Write personally about the reasons and/or how any of the Thrive2027 goals align with the mission of your organization.

Highlight the Thrive2027 goal(s) that you're concentrating on, and why.

Write about why a goal or goals resonate with your company/employees/past company endeavors.

Include a call to action: Invite people to "Be the One" to help build a thriving community

What do you want people to do? Examples:

- Mentor, read to, coach, lead children (Goal 1)
- Organize a food, clothing, school supply drive (Goals 1, 2, 3)
- Help hire people re-entering the workforce, help conduct mock job interviews, connect someone who needs a job to your networks (Goal 2)
- Ask someone how they're doing, implement HR practices to de-stigmatize substance use disorder or mental illness (Goal 3)
- If appropriate, include a specific ask from your organization related your work with one of the Thrive2027 goals

About Thrive2027:

Thrive2027 is our community's commitment to three 10-year goals to give kids a strong start, empower neighbors to thrive – not just survive, and to help us all live longer, better. improve education, financial stability, and health for every person in Greater Portland. Thrive2027 does not replace the important programs and services in our community. It makes them stronger by integrating work across organizations to ensure that all communities in Cumberland County thrive.

SOCIAL MEDIA: FACEBOOK, TWITTER, INSTAGRAM, LINKEDIN

#thrive2027

Sample Posts

- Post a link to your op-ed or newsletter article and add #thrive2027.
- Post updates about your Thrive2027-related work and including #thrive2027 and www.thrive2027.org
- Other sample posts:
 - Be the One to support a thriving community in Greater Portland! www.thrive2027.org #thrive2027
 - One community. Together. Three goals. Be the One! www.thrive2027.org #thrive2027
 - We've endorsed #Thrive2027's 10-year goals for Greater Portland. We're in and hope you're in too! Will you will 'Be the One' to help support our community's vision? Learn more at www.thrive2027.org.

COMMUNICATIONS GUIDELINES

In order to encourage consistent messaging about Thrive2027, we ask that you use the provided Thrive2027 messaging framework. You may use the [Thrive2027 logo](#) and/or [Thrive2027 partner badge](#), but we ask that you do not modify these images.

Website Link

When mentioning Thrive2027 support on your website, please include a link to www.thrive2027.org.

Thrive2027 Stories

Please share your stories of success with us. We'd like to help you spread the good work! Email: info@thrive2027.org.