

**Outreach and Messaging for NGCP Collaboratives**

**October 2018**

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| **Audience: Program Providers** | **Audience: Families/General Public** |
| **Newsletters/Email**Join the largest and most comprehensive directory of STEM providers and opportunities in the US! The Connectory serves as a place for providers to network, share resources, and collaborate on projects. Promote your K-12 camps, workshops, community events, and more to families and caregivers. It’s free and the [Getting Started Guide](https://theconnectory.org/need-help) makes it easy. Register and start connecting at [www.theconnectory.org](http://www.theconnectory.org). | **Newsletters/Email**[The Connectory](http://www.theconnectory.org) is a free, go-to resource designed to help families connect the children in their lives with STEM learning opportunities. Families can easily search for local K-12 events, such as robotics competitions, coding classes for girls, and afterschool science clubs. [The Connectory](http://www.theconnectory.org) is the largest and most comprehensive directory of science, technology, engineering, and math (STEM) providers and events. [The Connectory](http://www.theconnectory.org) was developed to promote local opportunities that build STEM and critical thinking skills essential for jobs in the 21st Century. Visit [www.theconnectory.org](http://www.theconnectory.org) today to find an exciting STEM opportunity near you.  |
| **Twitter - @the\_connectory**Resolve to engage kids in more hands-on [#STEM](https://www.facebook.com/hashtag/stem?source=feed_text&__xts__%5B0%5D=68.ARD8NwNsyw95tO0u3xlAoLV2bgClIZbRZQ6gCwklhuNUTbvuXJboLGYhKIwbteTVa_dFn8B8nUexnK0esulmKyh35AAUnE-Zqc6ZyqDX_sbg1jClHV2QJaBTvvDjYqTpLnVFSH2UPQqGUPwIs5PGgn1MI4viDese3qhfHtq-1Zt9LsHJHi0_WQ&__tn__=%2ANK-R) opportunities this fall! Add your STEM program for youth here: [www.theconnectory.org](https://l.facebook.com/l.php?u=http%3A%2F%2Fwww.theconnectory.org%2F&h=AT0PxIBkkiJeSloVrnGNtTeXx64YwnQmEmVY4bssiFiCv-8KwY1Z7iE3AqC_eflT_MTW7_Tz4P_d5TUL_EyiBPF6jqI49Oww89Rv9trpDnpO6kMZBdEkvge6U39icWzl5ReD-wgt3ROimvbFpPDsjP_0o21Z97XB8ufSd4iJRzDTzygcTfOVy-8uHzjB-N8Sd6pVy9pfIh8Iq5IEB_9Y_dvbmEOX5KBcZv5_eu7fMAswo9lxwHP8sTGPX-lUcKXEilERUGWjbmQgIBkkVlGYlxEvBqDO_B4BMIuoY-YfweyY1Z4mcqS0XgkEorzf-NmtZSUeraAyJiPf2aNubGF4kIuzloMYo2b-6gsx943Cz2m756-Sksqi81LNxArm1mPsfpB0FCuoLHOSNcIBo90NN-sAY7JDcaM) | **Twitter - @the\_connectory**Resolve to engage kids in more hands-on [#STEM](https://www.facebook.com/hashtag/stem?source=feed_text&__xts__%5B0%5D=68.ARD8NwNsyw95tO0u3xlAoLV2bgClIZbRZQ6gCwklhuNUTbvuXJboLGYhKIwbteTVa_dFn8B8nUexnK0esulmKyh35AAUnE-Zqc6ZyqDX_sbg1jClHV2QJaBTvvDjYqTpLnVFSH2UPQqGUPwIs5PGgn1MI4viDese3qhfHtq-1Zt9LsHJHi0_WQ&__tn__=%2ANK-R) opportunities this fall! Find programs near you: [www.theconnectory.org](https://l.facebook.com/l.php?u=http%3A%2F%2Fwww.theconnectory.org%2F&h=AT0PxIBkkiJeSloVrnGNtTeXx64YwnQmEmVY4bssiFiCv-8KwY1Z7iE3AqC_eflT_MTW7_Tz4P_d5TUL_EyiBPF6jqI49Oww89Rv9trpDnpO6kMZBdEkvge6U39icWzl5ReD-wgt3ROimvbFpPDsjP_0o21Z97XB8ufSd4iJRzDTzygcTfOVy-8uHzjB-N8Sd6pVy9pfIh8Iq5IEB_9Y_dvbmEOX5KBcZv5_eu7fMAswo9lxwHP8sTGPX-lUcKXEilERUGWjbmQgIBkkVlGYlxEvBqDO_B4BMIuoY-YfweyY1Z4mcqS0XgkEorzf-NmtZSUeraAyJiPf2aNubGF4kIuzloMYo2b-6gsx943Cz2m756-Sksqi81LNxArm1mPsfpB0FCuoLHOSNcIBo90NN-sAY7JDcaM) |
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**STEM vs. STEAM:** Feel free to substitute the acronym STEM for STEAM or use STEM/STEAM depending on your audience. Use hashtags whenever possible: #STEM #STEAM.

**Images:** The image below (airplane child) may be used on all platforms at any time and is currently a part of The Connectory’s branding. We will provide new images/graphics and messaging from time to time.

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**The Connectory Logo:** The Connectory logo is available in several print and online formats for use by the Collaboratives and our partners. Download at: <https://theconnectory.org/style-guide-0>





**Website URL:** <https://theconnectory.org>

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