

**Outreach and Messaging for NGCP Collaboratives**

**November 2018**

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| **Audience: Program Providers** | **Audience: Families/General Public** |
| **Newsletters/Email**It is time to add your winter STEAM activities to [The Connectory](https://theconnectory.org/). Does your program have more than a dozen opportunities? The Connectory has a streamlined way to add dozens of opportunities - winter camps, workshops, maker fairs, competitions, and other time-bound STEAM events. Contact info@theconnectory.org and ask about their bulk upload option and they will create a customized spreadsheet that you fill out with the required info for each opportunity (title, description, cost, etc.) Depending on the cycle(s) and number of your offerings, uploads can be done monthly or seasonally. It’s free!  | **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**Time to put your winter #STEM activities for youth into @the\_connectory [www.theconnectory.org](http://www.theconnectory.org) Contact info@theconnectory.org to inquire about bulk upload option. | **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) |
| **Facebook - @connectory****Instagram - @theconnectory**It is time to start putting your winter camps into The Connectory! Do you have more than a dozen? Not to worry, there is a ‘Bulk Upload' feature, simply contact info@theconnectory.org to inquire. Don't delay, input your youth-serving STEM programs today! [www.theconnectory.org](http://www.theconnectory.org/?fbclid=IwAR2yCV1NxT-AdtVbuYROu2lfoyVdp2lKXEcnFr9BYsxmgsWV3yJbSchdME0) | **Facebook - @connectory****Instagram - @theconnectory**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).  |

**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>

**Getting Started Guide**: <https://theconnectory.org/need-help>

**Refer questions to**: info@theconnectory.org