

**Outreach and Messaging for NGCP Collaboratives**

**September 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**  The Connectory is free to join & a great way promote your upcoming K-12 #STEM events to your local community. Join today at: [www.theconnectory.org](http://www.theconnectory.org)!  Connect. Share. Collaborate! Join The Connectory to search for & discover new #STEM partners at [www.theconnectory.org](http://www.theconnectory.org). @the\_connectory | **Twitter - @the\_connectory**  Connect kids to #STEM during the school year. The Connectory is free, with events in all 50 states. Find an exciting opportunity today! @the\_connectory [www.theconnectory.org](http://www.theconnectory.org)  Looking to connect a child to the wonders of #STEM? Find an event near you with @the\_connectory [www.theconnectory.org](http://www.theconnectory.org) |
| **Facebook - @connectory**  **Instagram - @theconnectory**  Join the largest and most comprehensive directory of STEM providers and opportunities by registering with The Connectory. @connectory is a free online collaboration tool that helps STEM providers find partners, as well as showcase their K-12 STEM opportunities to families. Register and start connecting at [www.theconnectory.org](http://www.theconnectory.org). | **Facebook - @connectory**  **Instagram - @theconnectory**  How do you connect more kids to great STEM/STEAM learning opportunities? The Connectory is your go-to resource. With events in all 50 states, you can introduce kids to fun, hands-on activities and help them discover the excitement of science, technology, engineering, arts, and math. Visit The Connectory and start connecting now. [www.theconnectory.org](http://www.theconnectory.org) |

**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.

**A person holding a sign

Description generated with high confidence**

**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](mailto:info@theconnectory.org)