

# Be a Friend of Durham PreK



## Why should your business support Durham PreK?

- Benefits for 4-year-olds and their families
  - Strengthens social-emotional, physical, and cognitive development
  - Family members can return to the workforce
- Benefits to the community
  - Up to a \$17 return on investment
  - Supports small businesses



Your support of Durham PreK will support child development, the local work force, and the future of Durham County!

## How can your business support Durham PreK?

- Monetary Donations - supports marketing efforts and community presence at paid events
- Non-monetary Donations - supports our reach and helps ground us in the community

Your business is in a unique position to share Durham PreK with your clients. The next page has examples of ways to support Durham PreK and corresponding incentives. Scan the QR code to learn more about supporting Durham PreK.



## Bronze Level

### Outreach Efforts

- Poster
- Window clings
- Rack cards

### Incentives

- "Thank you" social media story

## Silver Level

### Outreach Efforts

- Social media post for DPK
- Donations for outreach events
- Donation - \$200

### Incentives

- "Thank you" social media story
- Your family event posted on our community calendar

## Gold Level

### Outreach Efforts

- Distribute flyers to clients
- Direct referrals to DPK
- Donation - \$500

### Incentives

- "Thank you" social media story
- Included in "Thank you" blog post for newsletter

## Platinum Level

### Outreach Efforts

- Host a DPK night (February - June)
- Donation - \$1000+

### Incentives

- Spotlight blog post for newsletter and website
- Added to "Friends of Durham PreK" on Donation webpage.
- "Thank you" social media post and story