



## 10 Quick Tips to Make Your STARS Shine!

You can use Keystone STARS to gain positive attention for your program while helping raise awareness that quality early learning matters! As a recognized Keystone STARS provider, YOU are very important in helping families and communities understand and appreciate your commitment to quality child care/early education.

### Find logos, templates and resources at the STARS Outreach Tools page at

<http://pakeys.org/keystone-stars/keystone-stars-outreach-tools/>.

1. Display your STARS certificate, poster, window cling, bookmarks and brochures in your front window or high traffic area of your program. Ask your STARS specialist for more copies.
2. Add the STARS logo to anything that includes your program logo, such as:

Letterhead	Program sign	Staff or child t-shirts
Website and Facebook page	Rate sheet and schedule	
Advertisements	Pens, folders and notepads	
Parent letters, flyers and newsletters		

Link to the Pennsylvania's Promise for Children website at [www.papromiseforchildren.com/en/pages/keystone-stars](http://www.papromiseforchildren.com/en/pages/keystone-stars) and like PA's Promise on facebook.

3. Add the following tagline to all of your publicity and written materials, including radio or TV ads, newsletters, websites, and press releases:

"Keystone STARS rated as a STAR [Number] program recognized for providing quality early learning experiences to help your child shine."
4. When answering the phone and on automated voicemail messages, add a tagline at the end -- "A Keystone STAR [Number] quality rated program." Download on-hold message scripts and recorded messages from the [STARS Outreach Tools page](#).
5. Show and Tell! Talk with your enrolled and prospective families about Keystone STARS quality and how it benefits everyone! As you show families different aspects of your program, tell them how this improves their children's learning and how Keystone STARS helps make this learning happen. Take time during orientation visits, parent meetings, and even in your daily communications to families to share how Keystone STARS is improving your program and helping their children shine. Did you start using a new curriculum? Put together a new learning center? Did staff take a new class that makes your program safer? (Tip sheets and online presentations are available on the [STARS Outreach Tools page](#).)
6. Talk to your staff about promoting your STAR level to parents and the community. Encourage them to show and tell.
7. Encourage families to share their stories and use them in your newsletters, on your website and in your social media posts. Be sure to mention the programs the families participate in. Submit stories to Pennsylvania's Promise for Children for even greater impact at <http://papromiseforchildren.com/en/contact>.

8. Share your good news with your neighbors! Throughout the year, share how Keystone STARS is making a difference for your program, your teachers, and most importantly, the children in your program. Press releases, social media posts and short articles are available on the STARS Outreach Tools webpage.

*You can share good news, such as:*

- Moving up a STAR level
- Teachers earning new credentials and degrees
- Special classroom projects that teach children new skills
- Children graduating to a new classroom or on to kindergarten

*You can share these milestones with:*

- Parents and families in your program
- Local newspaper, radio and television stations
- Local elected officials, state legislators and the Governor

9. When you or one of your staff achieves an educational accomplishment through professional development, throw a 'Shining Star!' party. Including families in a celebration ensures that they will notice and appreciate your extra hard work. It's also a great opportunity to talk to them about the importance of Keystone STARS quality and how STARS supports have helped make improvements in your program.