



Buncombe
Partnership
for Children



Why change from *Smart Start of Buncombe County* to **Buncombe Partnership for Children**?

- Increase visibility and recognition
- Address confusion between Smart Start and Head Start (name and similarities in Federal logo)
- Buncombe Partnership for Children more clearly states who we are and what we do

Name Change FAQ



- **Why did you change your name?** *When we think about who we are and our work in the community combined with all of the confusion around Head Start and Smart Start, we decided it was time to better define our connection to investing in the First 2,000 Days of the lives of young children and families.*
- **Why isn't 'county' in your name?** *We intentionally left 'county' out of our name to distinguish ourselves from a county funded organization. Although we do receive some financial support from the county, we are a local non-profit, with a community-led board.*
- **Why don't you use Smart Start? Are you still part of the Smart Start network?** *Yes, we are still part of the Smart Start network! Even after 20 years of great successes in Buncombe, there is still a lot of confusion between Smart Start and Head Start. It was time to distinguish ourselves and build our own brand focused on the many strong partnerships, programs and services that help our work move forward.*



Why Buncombe Partnership for Children?



- Energize and contemporize our image. We want partners to translate their relationship with us into action that supports investing
- We need to tell our whole story. Perhaps being identified as only Smart Start, we have been seen as an agency and not recognized for our leadership and innovation in leading conversations about quality, impact and investing

Why Buncombe Partnership for Children?



- We need to turn up the volume. We know we aren't heard from enough. We need to extend our voice by leading important conversations in Buncombe County.
- We need to shift perceptions. The public cares about young children but doesn't know what that means for success in school and later in life.

Why Buncombe Partnership for Children?



- We need to ignite a movement. We need to tell our positive, empowering stories about our impact and accomplishments through all of our partnerships. We need to inspire a social movement where everyday people take a stand to make sure that we are adequately investing in our young children.

Why Buncombe Partnership for Children?



- We need to reinforce that we're more than a non-profit. We are a convener of building a movement to increase investment in programming and services impacting young children and families.



Why a New Logo?

- Logo is outdated, overused and lacks distinction
- Opportunity to re-brand the whole organization



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Why does our logo have 5 rings?



- Represents children's first **5 years of life** and the First 2,000 Days
- Identifies our **5 audiences**
 1. Young children birth – 5 [Inner circle — Yellow]
 2. Families of young children [2nd circle — Green]
 3. Early Educators — [3rd circle — Light Blue]
 4. Schools — [4th circle — Royal Blue]
 5. The Community — [Outer circle — Navy]

Why does our logo have 5 rings?



5 ways we support the ECE system:

1. Raising Quality in Early Education [CCRR, NC Pre-K, Sunshine Project]
2. Accessing High Quality Affordable Care [Vouchers, NC Pre-K]
3. Fostering a Love of Reading and Developing Early Literacy Skills [Dolly Parton's Imagination Library]
4. Advancing Child Health [Shape NC, Child Care Health Consultants]
5. Supporting Families [Incredible Years, Play & Learn Groups]

Why *that* logo: Talking Points



The new logo is meant to conjure:

- The idea of many components working tightly together to accomplish a powerful goal. It's also designed to convey energy, movement, urgency and hope.
- Partnerships, interconnectedness of systems and services supporting Buncombe's young children and families.
- The new BPFC brand brings us all together in energizing and amplifying our goal to mobilize a movement to invest in young children, ages 0-5 and young children.



Example of Messaging + Connection



Younger Toddler Years: *Engaging in Exploration*



The First 5 Years



1. Infancy – Seeking *Security*
2. Younger Toddler Years – Engaging in *Exploration*
3. Older Toddler Years – Forming *Identity*
4. Younger Preschooler Years – Interacting *Socially*
5. Older Preschooler Years - Fostering *Curiosity & Critical Thinking*



Timeline for New Branding Rollout



INTERNAL:

- Signage + Collateral
 - Internal systems (phone, email signature, signage)
 - Collateral templates
 - Name badges
- Announcement E-blast to Friends + DSP's along with first "In the Loop"
- Launch "In the Loop" — A series of 4 communication pieces about new branding
- Website Launch — mid September!

Timeline for New Branding Rollout



EXTERNAL:

- Press release to media [mid-September]
- Social media campaign [begin with reveal graphics 5 days before official launch date]
- Billboard + bumper sticker campaign [October]
- Outside signage [October]