

LICENSING OPPORTUNITIES

Connections Matter® is an evidence-informed curriculum focused on educating on the power positive, consistent, caring connections have in mitigating the impacts of toxic stress, trauma, and adverse childhood experiences have through building resilience and relationships.

Included in the curriculum:

- Abbreviated and extended versions of the community- and education-specific curriculum, Spanish language version of community curriculum, PowerPoint presentations, the Connections Matter® workbook, and more.

Licensing agreement includes:

- Access to Presenter Resources
 - Community and Education specific resources
- Monthly Coaching Calls with Prevent Child Abuse Iowa
- Up to 80 hours of technical assistance, consultation, and training time in the first year
- Data Collection and Reporting
- Program territory covering the entirety of licensee's state
- Sample Grant Deliverables

MARKETING MATERIALS

- "Whitelabel" materials included
- Page on Connections Matter® website
- Connections Matter® Booklet

Awareness Toolkit

- Radio and Newspaper Ads
- Messaging Guide
- Logos
 - Including state specific Connections Matter® logo (e.g. Connections Matter® Iowa)
- Print Materials
 - Postcards (English and Spanish language), pop-up banner, posters, post-it notes, infographic (English and Spanish language)
- Social Media
 - Profile images, cover photos, images and copy ready to post
- Media
 - Letter to the Editor template, newsletter copy, press release template, radio PSA
- Whitepapers
 - Business, Education, Early Childhood, Faith, and Healthcare versions
- Child Abuse Prevention Month Resources
 - Print media, TV media, radio media, Facebook and Twitter images, social media posts, newspaper ad, magazine ad, bookmarks, T-shirts, posters, window clings
- Brand Standards Guide