



# First Teacher

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Power to the Parents



# Brand Vision Statement

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**First Teacher**  
POWER TO THE PARENTS

“Parents and caregivers in every neighborhood are a child's first and most important brain builder, teacher, fiercest advocates and greatest stakeholders. Together, we cultivate our children's innate ability and desire to be lifelong learners.”

# Problem & Objective

A Two-Way Lack of Awareness: First Teacher does not have an explicit marketing outreach to connect with potential new audiences, and potential donors do not know about First Teacher.

- Maintain existing donors and increase monthly contributors,
- Attract more individual contributors.



## — Proposition

First Teacher wants to build a safe, supportive, and non-judgmental community. It aims to increase parent's confidence and competence, as well as prepare young children to be school and world-ready.

## Target Audiences

- Young teachers age 20-35
- Work in kindergarten or Elementary school in the Greater Boston area
- Enthusiastic about early education
- Caring and approachable
- Empathize with the experience of parenthood
- Interested in social events
- Social media users

# Key Insight

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- Teachers want all their incoming students to have equal early childhood education opportunities

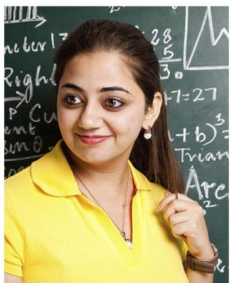
# Key Trend

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- Over half of millennials define themselves by their jobs
- Young professionals seek social change in their everyday lives and are turning away from traditional institutions to effect that change

# MADISON LEWIS



## DEMOGRAPHICS

Age: 25 years old  
Location: Brookline, MA  
Work: Kindergarten teacher  
Family: Single  
Annual Household Income: 40k



## ABOUT MADISON

Madison graduated from Boston University with a BS in Elementary Education. She hails from Seattle, WA and fell in love with Boston while in undergrad. She is living with her best friends from college in a four bedroom house in Brookline. She loves kids and always wanted to be a teacher.



## HOBBIES

Ms. Lewis enjoys painting and playing softball in Brookline with other adults her age. She likes to meet new people and remain active.

“ I would love to be exposed to other Boston communities so I can be more aware while also bringing kids from all backgrounds together! ”

## MOTIVATION

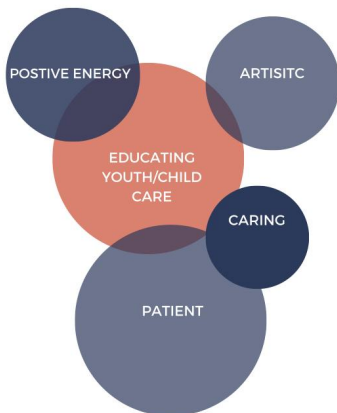
- Enthusiast about exposing children to diversity and different cultures
- Passionate about outdoor learning methods

## FRUSTRATION

- Inconsistency of education methods or tools throughout the Boston boroughs
- Lack of funding and special education services



## KEY POINTS



- Networking community for the young teachers, giving them the motive to stay and remain involved in First Teacher.
- Symbiotic relationship between First Teacher and young teachers in Boston will create a network for teachers from all boroughs of Boston to share their work and make sure the students are getting equal education.
- Productive community space for the lower income students to get the extra time they need with educators to learn and grow as individuals in a supportive and positive community.

# MICHELLE PARKER



## 🔍 DEMOGRAPHICS

Age: 37 years old  
Location: South End, Boston  
Work: Freelancer  
Family: Married with 2 kids (10 and 13)  
Annual Household Income: 165K

## 📌 ABOUT MICHELLE

Michelle is accommodating and family-oriented. She has experience of parenthood and understands the sweet and bitter of raising kids. Michelle loves sharing tips for taking care of kids with other young parents. She has a small group chat with neighborhood moms, and she loves to organize weekend parent meetups at coffee shops.

## ★ HOBBIES

- Volunteers at non-profit organizations like Haley House Soup Kitchen
- Enthusiastic about community gatherings like farmer's markets, outdoor concerts, art festivals and marathons
- Goes to a yoga class twice a week
- Often visits local bookstores to check out new books and community events on the bulletin
- Heavy social media user (Instagram, Pinterest, Facebook) and follows kid's craft accounts like Red Ted Art and hashtags like #funnykids

## ★ SHOPPING INTERESTS

- Supports women-owned & operated local knitwear shop
- Weekly grocery shopping at Whole Foods
- Enjoys shopping at local boutiques for clothing/accessories, gifts, tableware, toys, etc
- Like to check out newsletters for sales events

## 😊 MOTIVATION

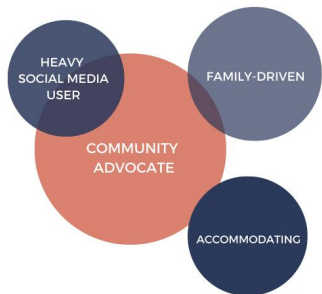
- Passionate about bringing the community together
- Believes that parents can grow together with their kids and other families

## 😞 FRUSTRATION

- tries to balance work, family, and social engagements
- struggles from improving community events and social gatherings by herself

“  
**WE CAN DO SO LITTLE ALONE. BUT  
WE CAN DO SO MUCH TOGETHER.**  
”

## 💡 KEY POINTS



- Middle-class freelancer
- Has two kids
- Experienced and accommodating
- Community advocate
- Family-driven
- Supports local businesses and non-profit organizations, actively participates in community events and social gatherings
- Passionate about bringing the community together
- Tries to balance work, family, and social engagements



# MARY NEWTOWN



“

I hope I can learn how to educate my baby in my community.

”



## DEMOGRAPHIC

Age: 35 years old  
Location: Roxbury, Boston  
Work: Housewife  
Family: Married with 1 kid (3 years old)  
Annual Household Income: 50k



## ABOUT MARY

Mary is responsible for raising the kid at home, and her husband works full-time to support family. Mary has no experience in educating the children. She does not have any personal entertainment time as a child-centered mom. The only relaxing time for her is watching Netflix at midnight after the baby falls asleep. The only networking circle is her community so she does not have many friends.



## HOBBIES



NETFLIX



COOKING



NETWORKING

- Mary loves watching Netflix every nights.
- Mary has the passion for searching recipes and recreating as a new one.
- Mary is out-going and loves talking to others.



## MOTIVATIONS

- Communicate with other parents
- Children can learn some skills
- Make more friends
- Convenient locations

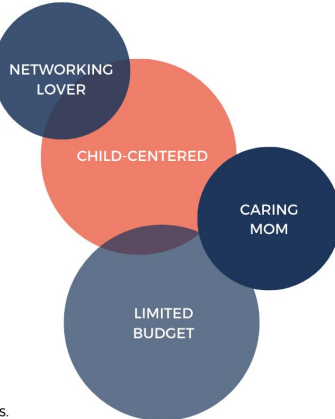


## FRUSTRATIONS

- Afraid of paying too much on education
- Activities are not helpful



## KEY POINTS



- Limited budget
- Child-centered
- Caring mom
- Networking enthusiast

# Supporting Research



- 48 percent of lower-income children compared to 75 percent of children from moderate or high-income households are ready for school at age five, resulting in a 27 percentage point gap in school readiness.
- Parent involvement and greater student achievement have been positively linked to different levels of schooling.
- Researchers Grolnick and Slowiaczek found that parent practices can be referred to as intellectual enrichment—providing children with enriching activities outside of school that can contribute to success in the classroom.

(Pomerantz, Moorman, & Litwack, 2007)

# Stakeholder Interview Highlights

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## Mina



- Participant of Parenting Cohort
- Mother of 4
- Community builder
- Discovered First Teacher via app
- Works in education, believes Boston teachers would be good partners to First Teacher

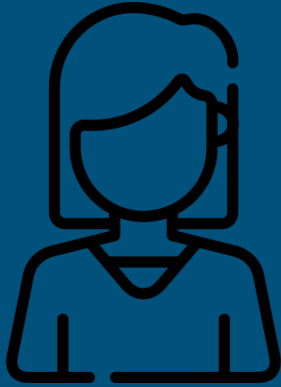
## Melissa



- Teaching background
- Mother
- First Teacher advocate
- Indicated working teachers likely to be divided between work and home lives - difficulty participating directly
- Notes upper middle class women likely to encourage individual contributions through their networks

# Stakeholder Interview Highlights

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Jamie

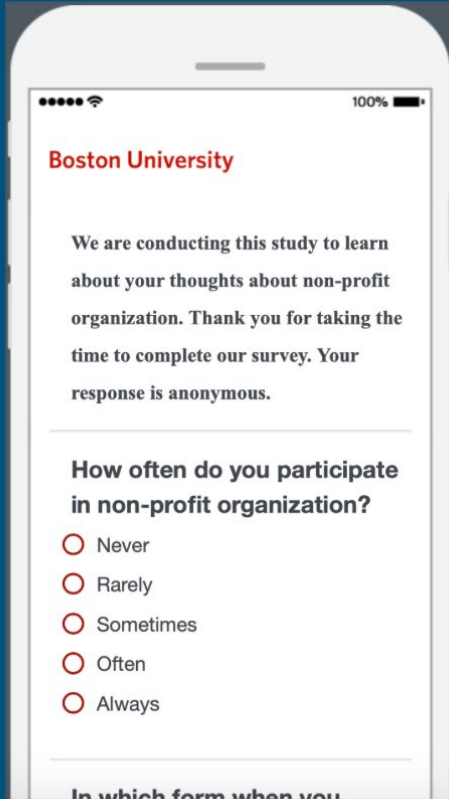
## Profile:

- A long-time supporter
- Witnessed different levels of preparedness among children.

## Motivations:

- Transparent management of First Teacher
- Never over-accomplished
- Creative staff

# Survey Results



The primary reason for young people to participate in a non-profit organization is to ***make contributions to society*** (32.5%).

**47%** of respondents show interest to participate in First Teacher

“I want to participate in First Teacher if the event is fun!” (40%)



**84%**

of college students consider ‘Social Media as the Primary Channel’

# Creative #1

Hi. We're a mission to empower parents and prepare Boston's pre-K children for school and the world beyond it. We've built a close knit community challenging systemic racism. This cause takes partners and to power the movement. That's why your contribution as a fellow teacher and advocate matters deeply. Take part in this mission by becoming a fellow teacher.

## More About First Teacher

We're a cohort of collaborative parents facilitating meetups where other caregivers can meet, connect with their kids, and exchange advice. For as little as \$5 each month you'll sustain a safe space for kids ages 0-5 and their first teachers.

First time hearing about First Teacher? Check us out on Twitter, Facebook or Instagram!

With gratitude,  
The First Teacher Community



Hi. We're a mission to empower parents and prepare Boston's pre-K children for school and the world beyond it. We've built a close knit community challenging systemic racism. This cause takes partners and to power the movement. That's why your contribution as a fellow teacher and advocate matters deeply. Take part in this mission by becoming a fellow teacher.

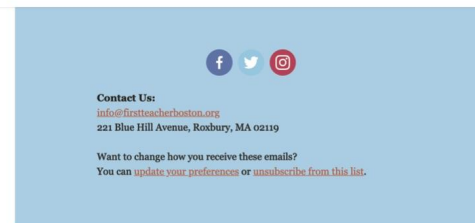
Join the Movement

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With gratitude,  
The First Teacher Community



# Creative #2

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*Back Bay Social*  
**TEACHER  
HAPPY HOUR!**

Buy 1 Get 1 on Our Cocktail or Beer of the Day!

**FRIDAY, DECEMBER 20  
FROM 3:00-7:00 PM**

Organized by First Teacher--a community of parents  
and caregivers working together to prepare all our  
children for success in kindergarten and beyond.



Contact Us:  
617-238-7275  
[info@firstteacherboston.org](mailto:info@firstteacherboston.org)

# Creative #3-A



A poster for a 'Sleep Playdate' event. The background is a dark purple. At the top, there is a yellow crescent moon, white clouds, and several yellow stars. Below the illustration, the text 'SLEEP PLAYDATE' is written in a large, white, hand-drawn font. At the bottom, the event details are listed in a smaller white font: 'December 14 from 2-4 pm' and '221 Blue Hill Avenue, Roxbury, MA 02119'. In the bottom right corner, there is a small logo consisting of the letters 'FT' inside a blue cube, and the email address 'INFO@FIRSTTEACHERBOSTON.ORG' below it.

**SLEEP  
PLAYDATE**

December 14 from 2-4 pm  
221 Blue Hill Avenue, Roxbury, MA 02119

FT  
INFO@FIRSTTEACHERBOSTON.ORG



A logo for 'First Teacher' on a solid blue background. The words 'First Teacher' are written in a white, sans-serif font. To the right of the word 'Teacher' is a green graphic of a hand with fingers spread. Below the main text, the tagline 'POWER TO THE PARENTS' is written in a smaller, white, sans-serif font, enclosed in a light green rectangular box.

**First  
Teacher**

POWER TO THE PARENTS



A flyer for 'First Teacher' with a white background and abstract blue and yellow shapes. At the top, the tagline 'POWER TO THE PARENTS' is written in a small, black, sans-serif font. Below it, the name 'First Teacher' is written in a large, black, cursive font. A horizontal line separates this from the main text, which reads: 'Community support of First Teacher is vital to the success of our work. Your contribution will help support parents as they build their child's brain and prepare them for kindergarten and beyond.' Below this text is the email address 'INFO@FIRSTTEACHERBOSTON.ORG'. In the bottom right corner, there is a small logo consisting of the letters 'FT' inside a blue cube.

POWER TO THE PARENTS

*First Teacher*

Community support of First Teacher is vital to the success of our work. Your contribution will help support parents as they build their child's brain and prepare them for kindergarten and beyond.

INFO@FIRSTTEACHERBOSTON.ORG

FT



A collage of children's drawings featuring various sea creatures like fish, octopuses, and shells. The words 'FIRST TEACHER' are written across the center in large, blue, hand-drawn letters. Below the main title, the tagline 'Power to the Parents' is written in a smaller, black, sans-serif font, with a small green hand icon to the left of the word 'Power'.

**FIRST TEACHER**

Power to the Parents



# Creative #3-B

