TEAM
Team Text4baby
Member
Toolkit
1. Introduction

a. What is TEAM text4baby?
TEAM text4baby is a new way for moms, dads, grandparents, and others to get involved in text4baby, spread the word, and stay in touch with us beyond the service. TEAM members are text4baby champions who are fans of text4baby for life! That means you’ll always share this valuable service with other pregnant women and moms, so they can receive text4baby messages for a healthy and safe pregnancy and family. As a TEAM member, you know that with the help of text4baby messages, your friends and family can stay healthy and raise healthy families.

We want you to connect with us! As a TEAM member, you will:
• Be entered to win cool prizes (including Johnson & Johnson products, text4baby products, and more).
• Have access to premiere discounts and coupons.
• Receive email and notices from text4baby.
• Obtain help with hosting events and sharing information.
• Be able to be featured on the website, on Facebook, and in our e-newsletter.
• Have access to national text4baby and partner events in local areas.
• Obtain help with hosting events and sharing information.
• Receive email and notices from text4baby.
• Have access to premiere discounts and coupons.

b. How do I sign up?
You can sign up by completing the TEAM text4baby enrollment form.

c. How does it work?
As a TEAM member, you become a champion for the service, which means you will always share text4baby with your friends and family.

Here are a few simple ways you can stay involved and spread the word as a TEAM text4baby member.
• Sign up for text4baby! Make sure that you receive the messages so you get important health and safety information for you and your baby. Forward the “share” texts to your friends and family.
• Check out the text4baby website and share your story. Our website has a variety of information including sample text messages, stories from moms (just like you!), and news about text4baby and how the service continues to get better. Submit a story about why you love text4baby so that other moms can hear about your experience (we might feature you on our website and Facebook page)! Don’t forget to submit your story with a photo and/or video of you and your baby. Featured this month? Make sure to tell your social networks that you’re a text4baby celebrity!
• Invite your friends, family, and coworkers to learn more about the service. Use our simple form to spread the word by email or go here to send them a text to easily share the service with other pregnant women and moms with infants under the age of one.
• “Like” text4baby on Facebook and share information about text4baby on your Facebook page. Need help writing a post? Use or tweak the sample message below. Stay tuned to our page for current updates about text4baby! How to win prizes, and featured stories of other text4baby moms.
  • Post: “Check out text4baby, a free service with pregnancy and baby tips timed to your due date or baby’s birthday. I love getting the messages! Text BABY (or BEBE for Spanish) to 511411 to sign up. www.text4baby.org.”

• Follow @mytext4baby on Twitter and retweet to share information about text4baby on your feed. Need help with a tweet? Use or tweak the sample message below:
  • Tweet: “Free @mytext4baby service sends helpful pregnancy & baby tips to your cell phone. I love it! Text BABY to 511411. www.text4baby.org”

• Share information about text4baby in your community. Grocery stores, salons, dry cleaners, drugstores, and other local stores usually have community boards for great programs like text4baby. Ask if you can tack up a flyer! If you want to organize a group of volunteers and host an event to share information, here is an example of an event where volunteers hung posters in their community.

• Host an event or activity, or participate in an existing community event like a baby shower or information-sharing session in your area (email info@text4baby.org to let us know you’re doing this, and we will help by providing materials and assistance with event planning).

Here are some ideas and examples of existing community events or ones you can organize:
• Health fairs: Look into hospitals and other health organizations already hosting a health fair. There is often no cost to participate; you can bring text4baby information and have a chance to meet pregnant women and other moms!
• Community festivals: Many communities and neighborhoods host festivals and fairs where you might be able to share text4baby information.
• Baby showers: Community baby showers are a great way to celebrate and honor expecting moms you know and have them connect with one another. Let us know if you’re planning to host a baby shower and we can send materials!
• Flash mob: See this example of a text4baby partner in Nevada organizing a fun and creative flash mob. You can come up with a similar routine and perform your dance at a community event! It helps raise awareness of text4baby and allows moms to get to know each other.
• Community share event: An excellent way of getting text4baby posters and flyers out in the community is to ask local businesses if they will display materials. Students from the George Washington University organized a day to give materials to 90 businesses during a single day! Check out more information about this activity here.

• Talk about text4baby in your emails, blog, or texts to your friends. Use some of the information below to help you write these messages.
• Wear a text4baby pin or hand out flyers. (Email info@text4baby.org to let us know you’re doing this, and we will help by providing the flyers, pins, and other materials).
• Volunteer to be a text4baby spokesperson by speaking with media or presenting to a group about text4baby during an event. (Email info@text4baby.org to let us know you’re interested, and we will help by providing materials and talking points).

Be sure to spread the word to other moms. Here are some ways you can continually share the value of text4baby so that other moms can benefit from the free service:

• Let them know to sign up for text4baby by texting BABY (or BEBE for Spanish) to 511411, and let them know how the service has helped you and your baby.
• Tell them about the text4baby website and Facebook page, and other ways that you stay in touch with us (including your new, exciting role as a TEAM text4baby champion!)
• Forward specific messages that you find most helpful. You can send the text4baby message directly from your phone by forwarding to your pregnant friends or those with babies under one.

As a TEAM text4baby member, we’ll send you emails to keep you updated on the latest text4baby news and let you know about promotions, contests, and other exciting offers. But make sure that you stay in touch with us too! You can always email us at info@text4baby.org to provide feedback, ask questions, or keep us posted on your TEAM activities.

d. Resources for you:

• Check out information about text4baby here. This will help as you talk to other moms about why they should sign up!
• Use the TEAM badge. Share this image in emails, on your Facebook page and Twitter feed, and in any information you’re sharing about text4baby! It will help others learn about TEAM and your commitment as a fearless text4baby champion!
• Read about TEAM best practices. Learn about what other members have done to successfully promote the service.

We’re so excited to have you on our TEAM! If you have any questions or want to share your feedback with us, feel free to contact us at info@text4baby.org. Thanks for helping us spread the word about this great service!