



## 2026-2027 GSRP Marketing Guidance

Recruitment Plan	
<b>Purpose</b>	The purpose of the Recruitment Plan is to ensure full enrollment in the Great Start Readiness Program (GSRP).
<b>Overview</b>	Recruitment is ongoing, and applications are accepted throughout the year. Activities focus on partnering with families and community organizations to share information and build awareness of GSRP as a high-quality early learning opportunity for children and families.
<b>Oakland Schools Recruitment Activities</b>	<ul style="list-style-type: none"> <li>• Engage with community groups and participate in local events that bring families together.</li> <li>• Partner with current and former GSRP parents who share their positive experiences with family, friends, and neighbors.</li> <li>• Collaborate with community partners to strengthen connections and make sure families have easy access to information, such as: Pediatricians, Public libraries, Schools, Child care centers, Early childhood professionals</li> <li>• Maintain continuous access to program information on <a href="https://greatstartoakland.org">greatstartoakland.org</a> and social media so families can learn more at any time.</li> <li>• Post card mailings (county wide or community specific) as feasible.</li> <li>• Note: targeted community recruitment is based on enrollment data.</li> </ul>
<b>Marketing Materials</b>	Programs may <a href="#">order marketing materials</a> quarterly.
<b>Website</b>	If your program has a website, it should include GSRP information for families. <a href="https://greatstartoakland.org">Greatstartoakland.org</a> is updated with the most relevant GSRP and Pre K for All information. <a href="https://www.greatstartoakland.org/programs-2/free-preschool">https://www.greatstartoakland.org/programs-2/free-preschool</a> includes the landing page for the application and detailed information, including FAQs. Please feel free to link from your program website to both pages.
<b>Social Media</b>	<p>If your program utilizes social media, you can post about GSRP. You can tag Great Start Oakland as well. You can also share our posts.</p> <p>Great Start Oakland Social Media: <a href="#">Facebook</a>, <a href="#">Instagram</a>, <a href="#">YouTube</a></p> <p><a href="#">Here is a social media toolkit and some sample social media posts.</a></p>