



NATIONAL HEAD START ASSOCIATION



## Starling Minds Launch Collateral Instructions

### 1. Starling Minds Launch Email Announcement - NHSA Leaders/Directors ([1a](#), [1b](#))

- **Who:** Leaders/Directors to send email to their staff
- **What:** The email will announce the partnership with Starling Minds and provide members with an overview of the program and how to get access to it. The brochure should be attached so they can have a better understanding of the program
- **How:** Leaders/Directors can take the PNG and add it to their email with a hyperlink to [nhsa.member.starlingminds.com](https://nhsa.member.starlingminds.com) or attach the PDF. If they wish to make changes to the announcement, please ask them to direct their request to [noemi.lavoie@starlingminds.com](mailto:noemi.lavoie@starlingminds.com).

### 2. Starling Minds Intranet and Leaders Announcement - NHSA Leaders/Directors ([2a](#), [2b](#))

- **Who:** Leaders/Directors should announce the availability of Starling Mental Fitness via internal channels (townhalls, intranet, etc)
- **What:** The announcement will provide NHSA staff with key program information and how to get access to it.
- **How:** Leaders/Directors can take the PNG and add it to their email with a hyperlink to [nhsa.member.starlingminds.com](https://nhsa.member.starlingminds.com) or attach the PDF. If they wish to make changes to the announcement, please ask them to direct their request to [noemi.lavoie@starlingminds.com](mailto:noemi.lavoie@starlingminds.com).

### 3. [Starling Minds Brochure - NHSA Leaders/Directors](#)

- **Who:** Leaders/Directors will use this PDF as an attachment with the email announcement
- **What:** The brochure will provide Staff members with an overview of Starling Mental Fitness, how it works, how they can register, and FAQs
- **How:** Leaders/Directors can use this by attaching the brochure to the email announcement

### 4. [Starling Minds Registration Videos - NHSA Leaders/Directors](#)



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- **Who:** Leaders/Directors can upload videos to walk Staff through how to register
- **What:** The videos will show Staff how to register on their device and how to create a Starling app so it appears on their device homepage
- **How:** Leaders/Directors can upload video through their intranet or during townhalls

## 5. Starling Minds Member Story Video - NHSA Leaders/Directors ([5a](#), [5b](#))

- **Who:** Leaders/Directors can add this video to their website, email, etc
- **What:** The video is a member story about an educator. It walks Staff through what their peer was going through and how Starling Mental Fitness helped them
- **How:** Leaders/Directors can use this on their website, social media, or in an email

## 6. [Starling Minds Poster - NHSA Leaders/Directors](#)

- **Who:** Leaders/Directors can have them printed and posted on bulletin boards, walls, etc for visibility
- **What:** The poster will introduce Staff to Starling Minds and how to register
- **How:** Leaders/Directors can post it throughout their organization

## 7. Starling Minds Social Media Posts & Announcements - NHSA Leaders/Directors ([7a](#), [7b](#), [7c](#))

- **Who:** Leaders/Directors can use the following social media images to post on their respective channels (LinkedIn, Twitter, Facebook, etc)
- **What:** The social media posts will promote the availability of Starling Mental Fitness to members and followers
- **How:** Leaders/Directors can use the images and social media copy to post on their respective channels