



Partner Handbook

**Engaging Families
One Text at a Time**



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A Message from Lantern



Welcome to Lantern! Our community would not be the same without organizations like yours that share vital information connecting more than half a million Lantern families to events and resources near them. Through the Lantern platform, we help you customize and send targeted, timely messages straight to families, empowering them with the information they need to thrive.

Our Mission

Lantern lights the way for families, providing a bright beginning for every child to realize their full potential. We are committed to supporting families with trusted information and connections to their community.

Our Vision

A world where every child has the opportunity to thrive.

Our Values

Commitment: At Lantern, we are passionate about empowering all families through high quality, evidenced-based content.

Collaboration: At Lantern, we build trusting relationships with parents and caregivers, national experts, local organizations, and each other to create positive change in communities.

Creativity: At Lantern, we embrace a growth mindset and favor innovation, risk-taking, and courage.

Spark a love of reading! Kids 0-5 can get FREE books with Dolly Parton's Imagination Library. See if it's available near you! lntrn.org/4fpP0pl



Lantern Overview

About Our Platform

Our platform allows us to deliver evidence-based, personalized information directly to the fingertips of caregivers across the U.S. Families receive weekly messages—supporting whole child, whole family development—tailored to their child’s age, their family’s needs and interests, and their zip code.

Age-Based Content

Our age-based messages have been created in collaboration with experts in the child development field and include tips, conversation starters, learning games and activities and much more. We focus on topics such as: health, safety and wellness; developmental milestones; brain development and learning; parenting support and encouragement; and challenging topics like picky eating, sleep, and tantrums.

Topic-Based Content

Our topic-based messages allow families to choose what matters most to them. Some of our channels include:

- **COOK:** healthy, budget-friendly recipes
 - **BOND:** tips for caring for yourself and bonding with your baby
 - **TALK:** for anyone with concerns about their child’s speech
 - **MATH:** fun ways to add math to your toddler’s daily life
 - **MEAL:** for caregivers who need help getting food for their family—currently available only in Colorado
 - **HEAR:** for anyone with concerns about their child’s hearing
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Location-Based Content

This is where YOU come in! Our location-based messages are created in partnership with family serving organizations across the U.S. and connect families to free and low cost events and resources in their communities based on zip code or county.



Enrolling Families in Lantern

Enrolling families in Lantern is quick and easy! There are three main ways to get caregivers enrolled in the program: via text, web forms, and in-person. Lantern provides digital, branded, customizable assets to support you in your efforts.



Text Based Sign-Up

Caregivers can sign up for Lantern by texting your unique keyword to 274448. We then collect their due date or child's DOB, zip code, and language preference. The zip code field allows you to send targeted text messages by geography.

Embedded Sign-Up

One incredibly effective enrollment method is to embed Lantern sign-up into an existing registration process or discharge paperwork. This could be when a family enrolls in your services or during discharge from the local hospital after having a baby. You simply add a box to your paperwork that says, "Check here if you would to sign-up for text support from Lantern." Please include the Lantern legal disclaimer language.

Web-Enrollment Form

All partners have a custom and co-branded web-enrollment form located in the Lantern system. We provide a bit.ly link for the enrollment pages in all available languages. You can add this link to your website. You will also find QR codes that link to each page for easy promotional use.

Paper Sign-Up

Caregivers can sign up for Lantern at local events your organization attends. A sample sign up form is provided and it's easy to upload registrants to the Lantern system.

Early Childhood Mental Health Support Line is a free, confidential resource for those who care for children 0-5. Intrn.org/3BCCiFU



Partner Message Guidelines

1. Connect caregivers to local events and resources

Our goal with location-based messages is to connect caregivers to local events and resources that are free or low-cost (less than \$25/family). Keep in mind that our age-based content covers all developmental topics so we don't use the local message calendar to promote high-level developmental information.

2. Make each text message descriptive & fun

- Start with a fun & engaging line. For example, "Bubbles, babies, and more!"
 - Include the what, when, and where in each text message
 - Include the name of your organization in each text message
 - Be sure to indicate if your event is free or state the cost
 - You must include a URL with an active, public link
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3. Keep things local & relevant

- Events should be close and accessible for caregivers. Consider targeting zip codes rather than county in your service area.
 - Select ages specific to the event or resource.
 - Keep in mind our age-based content provides general developmental resources & tips. Local messages are for local services or events.
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4. Recurring events

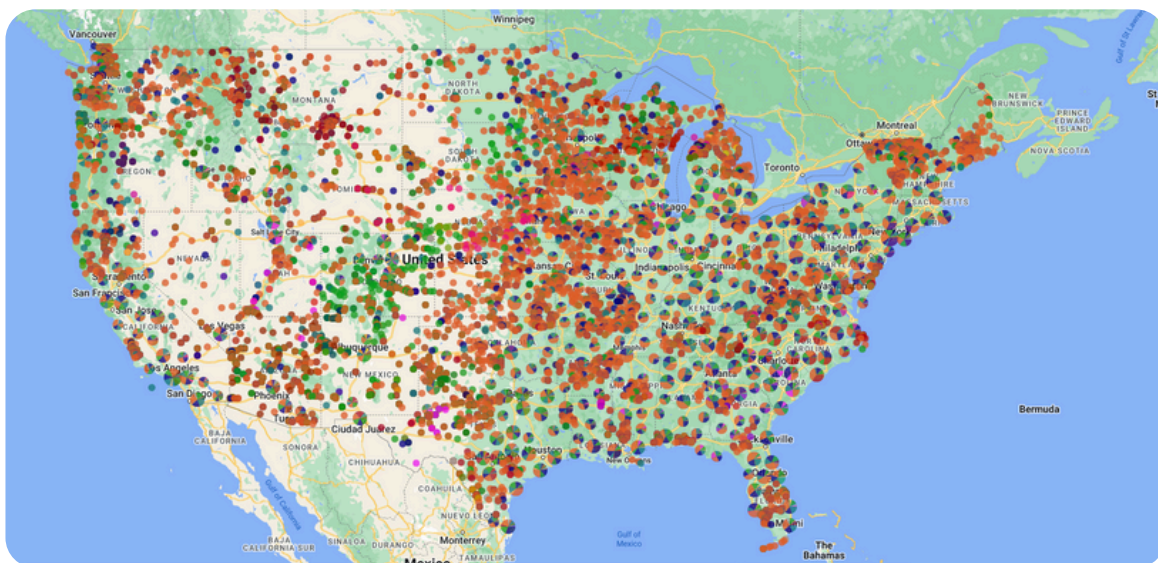
- If you are promoting an event that happens weekly, please only promote 1-2 times per month and change the language in your text.
 - If you have a big event coming up, feel free to promote 10 days prior and then a reminder 2-3 days ahead of the event. Please use different language for each message.
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5. Call to Action

Use a call to action in the text message. Be a little bossy! Rather than presenting information, call on caregivers to engage with your message. "Trouble with a moody teenager at home? Sign up for [organization]'s free, weekly class on positive parenting. Tuesdays 2-3pm:" sends a stronger message than "[Organization] is offering a weekly class on positive parenting:"



Reporting and Impact

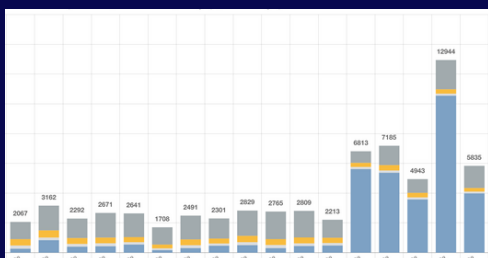


1 Track Message Performance

The Lantern platform tracks metrics that can help you gain insight into your most effective messages including: number of messages sent, number of families reached, and click-through rates.

2 Measure Growth

Partners can easily view the impact of their work by monitoring how many caregivers are signing up for Lantern in their area.



3 Gain Insights into your Families

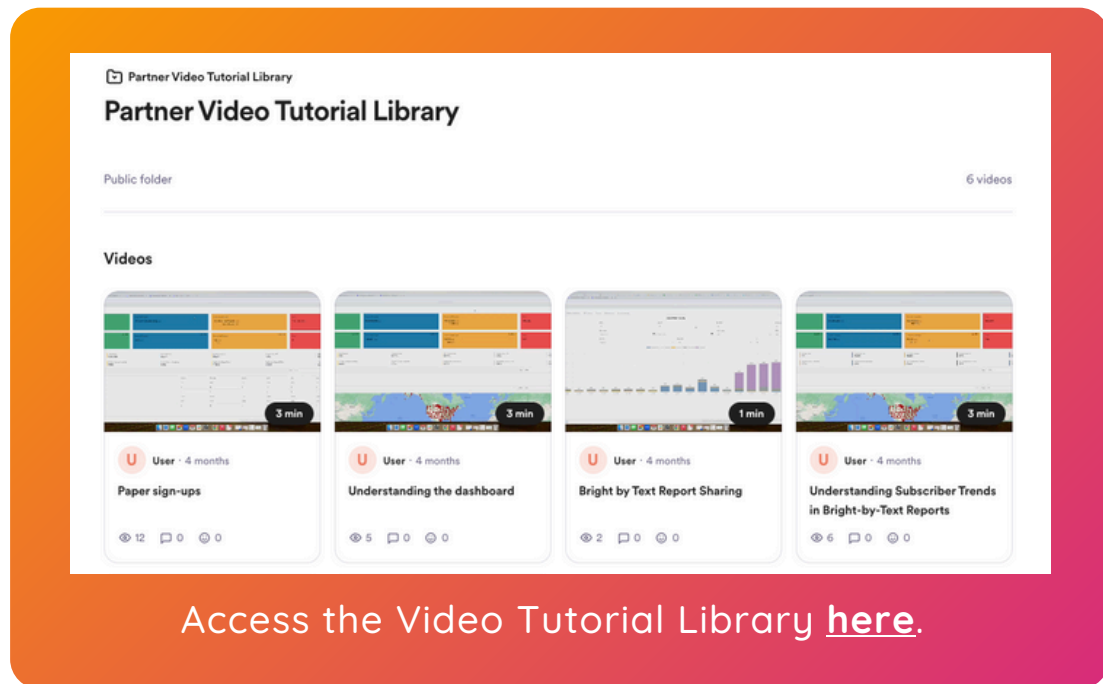
Lantern sends surveys at 30 days and 6 months of receiving our program. This data includes caregiver Confidence, Competence and Connection metrics as well as demographic data, (Due to varying participation rates, there may not be enough surveys completed to provide a statistically significant data).

4 Lantern Reports

Custom reporting is available in the Lantern platform, giving the ability to pull reports on demand. We provide annual reports that give more insight into the number of Lantern families in your service area, growth, and message engagement. This data will be reviewed with your organization.



Video Tutorial Library



Lantern provides technical support in navigating the text messaging platform. We have a [library of videos](#) if you need a refresher on how to send local messages, export local messages, create custom reports, and much more. If you have a question about the messaging platform that is not listed, please reach out to the Lantern Community Calendar Manager.

Contact Us



If you have general partnership questions, contact Ally: ally@mylantern.org.



If you have calendar, messaging, or technical questions, contact Katherin: katherin@mylantern.org.





Welcome to the Lantern Family



- **United Way of Yellowstone County**
- **KAET – Arizona PBS**
- **Nine PBS – St. Louis**
- **Crossroads United Way**
- **PBS North Carolina**
- **Fiesta Family Services**
- **Partnership for a Healthier America – PHA**
- **Macomb Great Start Collaborative**
- **United Way of Central Iowa**
- **Grays Harbor County Public Health**
- **Los Angeles Public Library**
- **University of Alabama – Parenting Assistance Line**
- **Gloversville Enlarged School District**
- **United Way of Southwest Michigan**
- **Muskegon Area School District – Great Start Collaborative**

