

## Invest in US Teacher Testimonials: “Confessions of the Profession”

### Teacher Testimonials Month: Confessions of the Profession

June 2015

In honor of Teacher Testimonial Month, we are calling on early childhood education professionals to share their "Confessions of the Profession," highlighting their inspiring stories and recognizing their commitment to teaching young children. The National Association for the Education of Young Children (NAEYC) created this toolkit to help guide Invest in US partner organizations and individual supporters through this month's activities, ensuring the recognition of our nation's early childhood educators.

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#### Week of June 1: Kick-Off

This week please begin soliciting your members and audiences for their "Confessions of the Profession" to highlight positive, motivational messages from teachers across the nation.

#### EMAIL

Please send out to your members the following email, or tailor it to your needs:

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*Dear [X],*

*In honor of “Teacher Testimonial Month,” [NAEYC] is calling on organizations across the nation to highlight inspiring stories from early childhood educators!*

*As a part of [Invest in US](#), a challenge to build a better nation by expanding high-quality early childhood education opportunities for children from birth to age five, we seek early childhood teacher testimonials. Invest in US wants to ensure recognition for the early childhood education profession as one that plays a vital role in the lives of our nation's youngest learners and in our society as a whole.*

*This June we are creating a platform that will allow all early childhood educators the opportunity to share their experiences, talk about what motivates them, and explain why they are committed to teaching young children.*

*So tell us, what is your Confession of the Profession?*

Prompts you may choose from include:

- *What inspired you to become an early childhood educator?*
- *What motivates you to keep nurturing and educating young children?*
- *What is the most rewarding part about being an early learning educator?*
- *What word best describes your job?*
- *What word best describes your classroom?*
- *What word best describes your students?*
- *What is the most memorable advice that you received from a mentor?*
- *What is an important lesson you have learned about early childhood education?*
- *What does it mean to you to be a teacher?*
- *What do you think are the biggest challenges early childhood educators face today?*
- *What do you want specifically for future early childhood educators?*
- *What do you hope for most for the future of early childhood education overall?*
- *What have you learned about a teacher's role as a leader in the community?*
- *How does being a teacher make you feel empowered?*

Please select at least one prompt and submit your testimonial(s) as an email, as a Tweet or Facebook post, or even as a video. Please submit your “confessions” to [organization’s email address], [organization’s Twitter handle], and/or [organization’s Facebook page]. We ask that you use the following hashtags when posting:

#InvestInUS

#ConfessionsOfTheProfession

#naeycINST [if applicable]

And be sure to tag appropriate Twitter accounts, such as your members of Congress, the President, First Lady, etc.

Thank you,

[X]

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Please note that submissions may also be sent to [teachertestimonials@naeyc.org](mailto:teachertestimonials@naeyc.org), where NAEYC will be collecting “confessions.” You are welcome to share and promote the use of this email address.

You are also encouraged to create your own prompts!

#### SOCIAL MEDIA

Please upload 2-3 prompts (or as many as you see fit) onto Twitter and/or Facebook **on a daily or weekly basis, throughout the month** to keep people engaged and build up momentum. We encourage organizations to cross-post and retweet “confessions” from other Twitter accounts.

During this first week, NAEYC will collect testimonials submitted via social media and email by our members and Invest in US partners; we will begin using them later in the month.

NAEYC and Invest in US partners are encouraged to use the hashtags: #InvestInUS, #naeycINST, and #ConfessionsOfTheProfession, and tweet at appropriate Twitter accounts, such as members of Congress, the President, First Lady, etc.

### **Week of June 7: Official Launch**

The Days of Action will be held from June 7-10 during NAEYC's Professional Development Institute (PDI) in New Orleans, which draws ECE leaders, trainers, mentors, teachers, and program administrators from across the country.

On site at PDI, NAEYC will be giving out buttons with the Invest in US hashtag and t-shirts with the Confessions of the Professions hashtag.

NAEYC will set up a video booth where attendees can record their testimonials while wearing their #InvestInUS buttons and #ConfessionsOftheProfession t-shirts. Upon recording their messages, users will have the option to upload their video to Facebook and Twitter or send it via email. The #naeycINST and #InvestInUS hashtags will automatically be included in any posting.

Additionally, NAEYC will place a Confessions of the Profession "wall" nearby the video booth. This wall will be a public space for attendees to jot down their "confessions" in response to the prompts. We will be sharing photos of the wall and the documented testimonials.

Videos and photos of testimonials, the confessions wall, and PDI participants wearing Invest in US buttons and Confessions of the Profession t-shirts will be shared during the day and aggregated into a daily recap email that will go out to all NAEYC members and conference participants. Invest in US partners will also receive the recap email and are encouraged to share it or use videos/photos included with it.

Throughout this week, we ask Invest in US partners to continue tweeting/emailing out the prompts, collect and share their own testimonials, as well as the ones shared by NAEYC. We are aiming to trend online!

### **Week of June 15: Keeping the Momentum**

NAEYC and Invest in US partners will continue to share photos, videos, and statements. We highly encourage cross posting.

NAEYC will compile select recorded testimonials and photos to create a short video to share online and with partner organizations. Invest in US partners are also encouraged to make their own video compilations and slideshows as well!



### **Week of June 22: Wrap-Up**

An email will be sent to NAEYC membership and partner organizations describing the overall effort with a recap including photo and video highlights, thanking everyone for their involvement in the Invest in US June initiative. Invest in US partners are encouraged to share this message or create their own recap email for their audiences.