

Partner Amplification Toolkit

The West Virginia Healthy Schools in Action (WVHSIA) Partner Amplification Toolkit is designed to help partners spread awareness about their initiatives effectively. This toolkit includes resources that can be accessed and customized through Canva, an online graphic design platform that lets users create visual content without needing advanced design skills.

It also features a valuable resource, The Funding and Partnership Strategy Playbook: A Comprehensive Guide to Securing Resources for School Wellness, which provides insightful guidance on securing funding and partnerships.



Using the Toolkit to Spread Awareness

1. Customize Templates

Open each Canva template link. Customize the templates with your organization's branding, messages, and visuals. Use the editing tools in Canva to change text, images, and colors to fit your specific needs.

2. Craft Your Message

Tailor the content of each template to align with your initiative. Highlight key messages, call-to-action statements, and essential details that will resonate with your audience.

3. Distribute the Content

- **Newsletter:** Share via email with your subscribers, stakeholders, or community members.
- **Press Release:** Distribute to local media outlets or post on your organization's website.
- **Short Form Video:** Share on platforms like Instagram, Facebook, or TikTok to capture attention and drive engagement.
- **Social Media Graphics:** Publish on your social media platforms to engage followers and raise awareness.

4. Monitor and Evaluate

After distributing your content, monitor engagement and feedback. Use analytics tools to track reach and effectiveness. This data will help you refine your approach for future campaigns.

Click on the Canva Template Links provided for each of the following resources:

Newsletter Template

[ACCESS TEMPLATE](#)

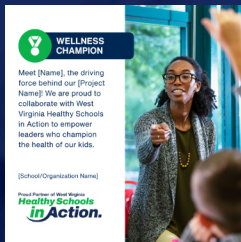
Press Release Template

[ACCESS TEMPLATE](#)

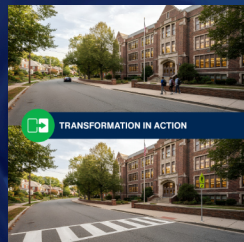
Short Form Video Template

[ACCESS TEMPLATE](#)

Social Media Graphic Templates



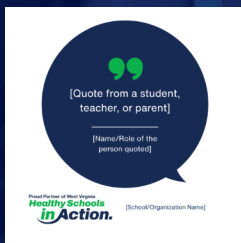
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To access and use these templates, a Canva account is required. All users must comply with Canva's terms of service and copyright policies. Please note, Canva does not endorse West Virginia Healthy Schools in Action (WVHSIA) content. For technical assistance or data security and privacy details, please contact Canva support or review their privacy policy directly. To get started, visit canva.com.

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The Funding and Partnership Strategy Playbook

The Funding and Partnership Strategy Playbook guides schools in leveraging WVHSIA participation to secure additional funding and partnerships by focusing on identified needs, developing a School Health Action Plan, and using existing resources. Schools can pursue external funding, community partnerships, and wellness-focused fundraising, emphasizing sustainability and alignment with health goals to enhance school health initiatives.

[ACCESS RESOURCE](#)

Additional Tips

Collaboration: Engage with other partners and stakeholders to amplify your message further.

Consistency: Maintain a consistent message across all platforms to strengthen your initiative's identity.

Feedback: Encourage feedback from your audience to improve future communication efforts.