



Connecting Families Throughout The State of California



Bright by Text is a nationwide, bilingual text messaging service. We empower parents/caregivers with information to build nurturing caregiver-child relationships, promote a child's healthy development, and improve school readiness.

TECHNOLOGY

Bright by Text uses a proprietary customized platform to send timely information that parents/caregivers need.

COMMUNICATION

Bright by Text offers organizations frictionless communication through a parent/caregiver's mobile device in English or Spanish.

TARGETED MESSAGES

Bright by Text partners have the ability to connect with families to drive community impact based on a subscriber's zip code.

TRUSTED CONTENT

Families receive expertly-curated content and resources from today's most trusted sources like Sesame Street, Vroom, CDC, Zero to Three, and PBS.

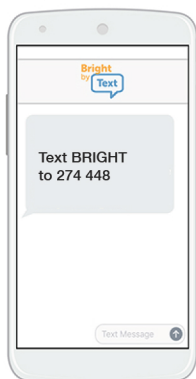
DATA & ANALYTICS

Our partners can leverage backend user data with demographic overlays to analyze reach and impact.

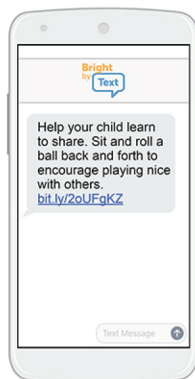


USER EXPERIENCE

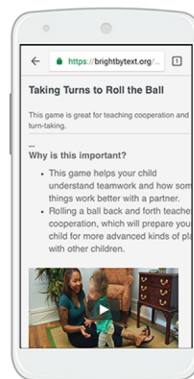
ENROLL



TEXT MESSAGE



LANDING PAGE



LINKED CONTENT



IMPACT

COMPETENCE



GAIN IN COGNITIVE
DEVELOPMENT AMONG
LOW-INCOME FAMILIES

CONFIDENCE



REPORT BEING MORE
CONFIDENT AND
INFORMED IN THEIR
ROLE AS A CAREGIVER

CONNECTION



INCREASED AWARENESS
OF LOCAL RESOURCES
FROM A BRIGHT BY TEXT
COMMUNITY MESSAGE

Head Start CA

We are partnering with Bright by Text to provide member agencies' Head Start parents with age-appropriate content and bilingual messaging.

CONTACT US DIRECTLY FOR FURTHER INFORMATION

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