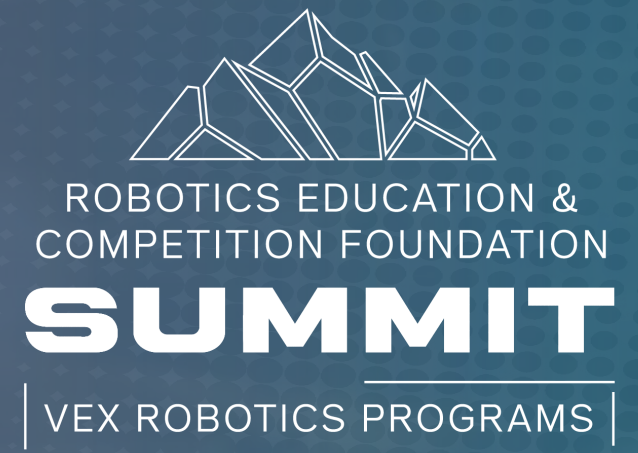


AMPLIFYING YOUR IMPACT

MARKETING RESOURCES AND IMPACT STRATEGIES

Presented by:

**Robotics Education & Competition Foundation (RECF)
Marketing Team**



Introduction

Mission & Vision



Mission

The Robotics Education & Competition Foundation's global mission is to provide every educator with competition, education, and workforce readiness programs to increase student engagement in science, technology, engineering, math, and computer science.



Vision

We see a future where every student designs and innovates as part of a team, overcomes failure, perseveres, and emerges confident in their ability to meet global challenges.



**Inspiring students,
one robot at a time.**

RECF
MARKETING TEAM



Melody Johnson
DIRECTOR OF MARKETING



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GRAPHIC DESIGNER



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MARKETING SPECIALIST

AMPLIFYING YOUR IMPACT

Marketing Resources & Impact Strategies

From branding guidance, social media promotion, media outreach and more, our team is here to support and enhance your event and overall impact.

Topics we will cover today include:

- > **RESOURCES & TOOLS**
- > **SHARE YOUR STORY**
- > **BROADEN YOUR REACH**



A background image showing two students, a young man and a young woman, both wearing glasses and holding a large, complex robot made of metal beams and gears. The image has a color gradient overlay, transitioning from a reddish-pink on the left to a teal on the right. A vertical orange bar is positioned in the center, partially obscuring the students and the robot.

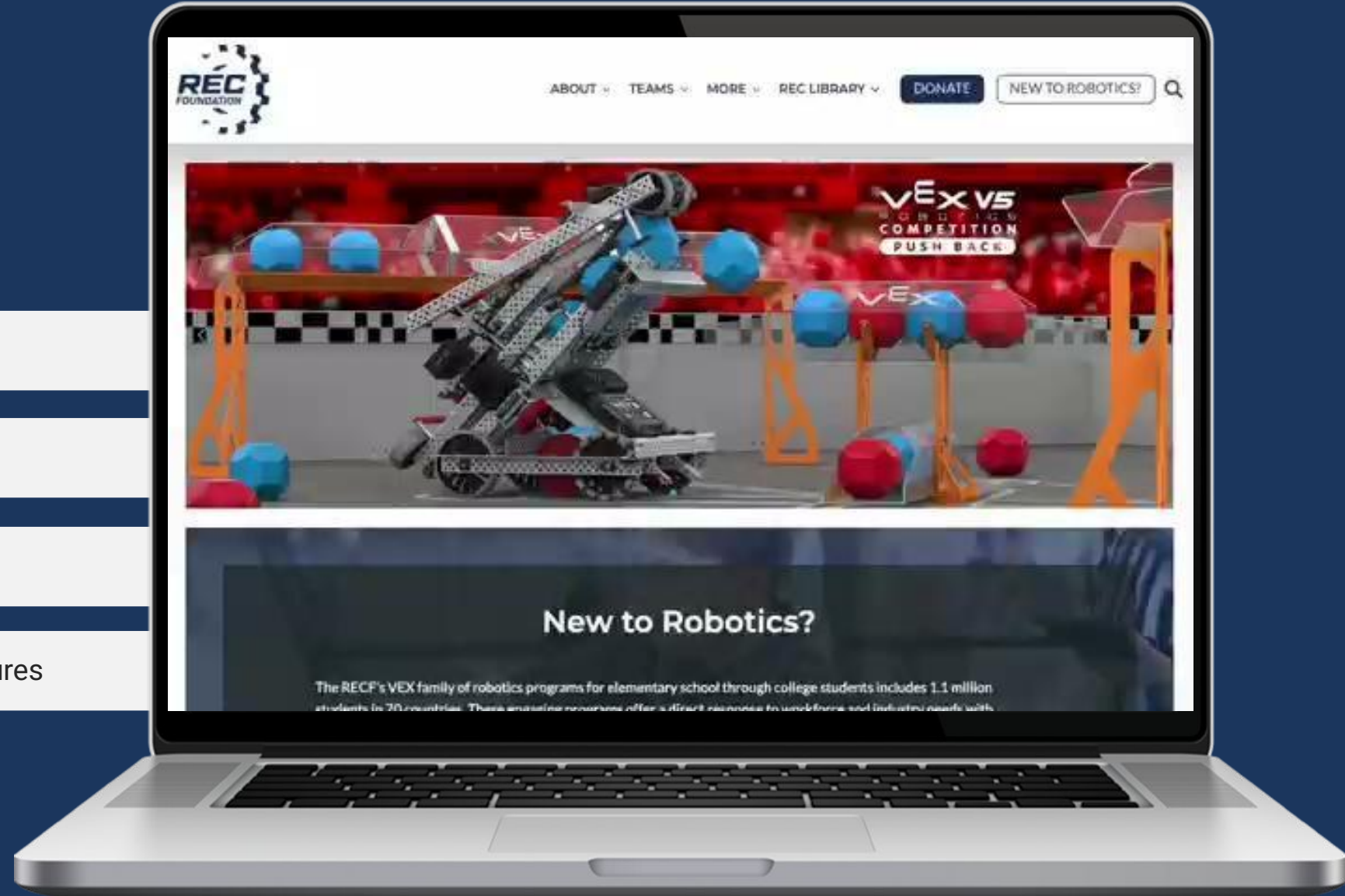
Marketing

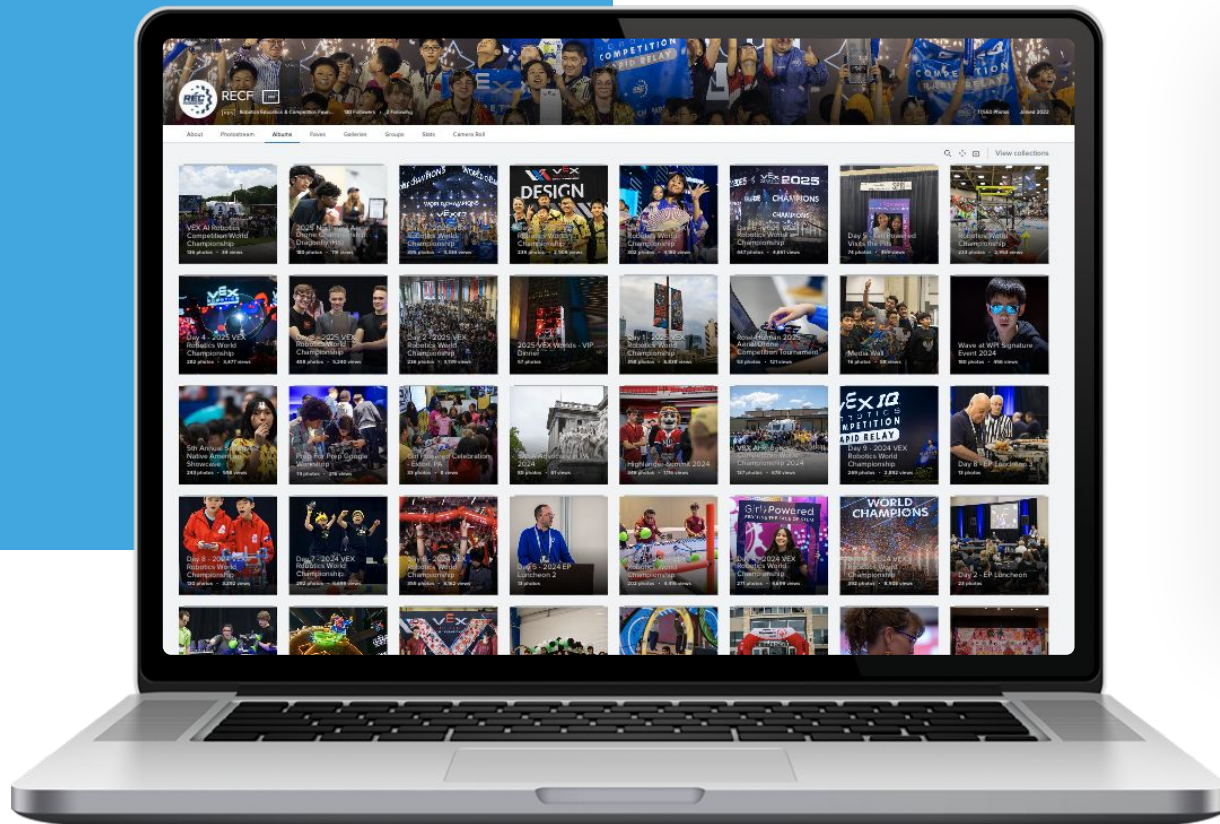
RESOURCES & TOOLS

RECF.ORG/MEDIA

Website Resources & Tools

- > Branding Guidelines & Logo Files
- > PR Templates & Media Toolkits
- > Impact Newsletters & Updates
- > Annual Reports & General Brochures





Professional photography taken at events can be found on out **RECF Flickr Page**.

Please send any pictures you may take and would like to share to marketing@recf.org.

flickr



Marketing

SHARING YOUR STORY

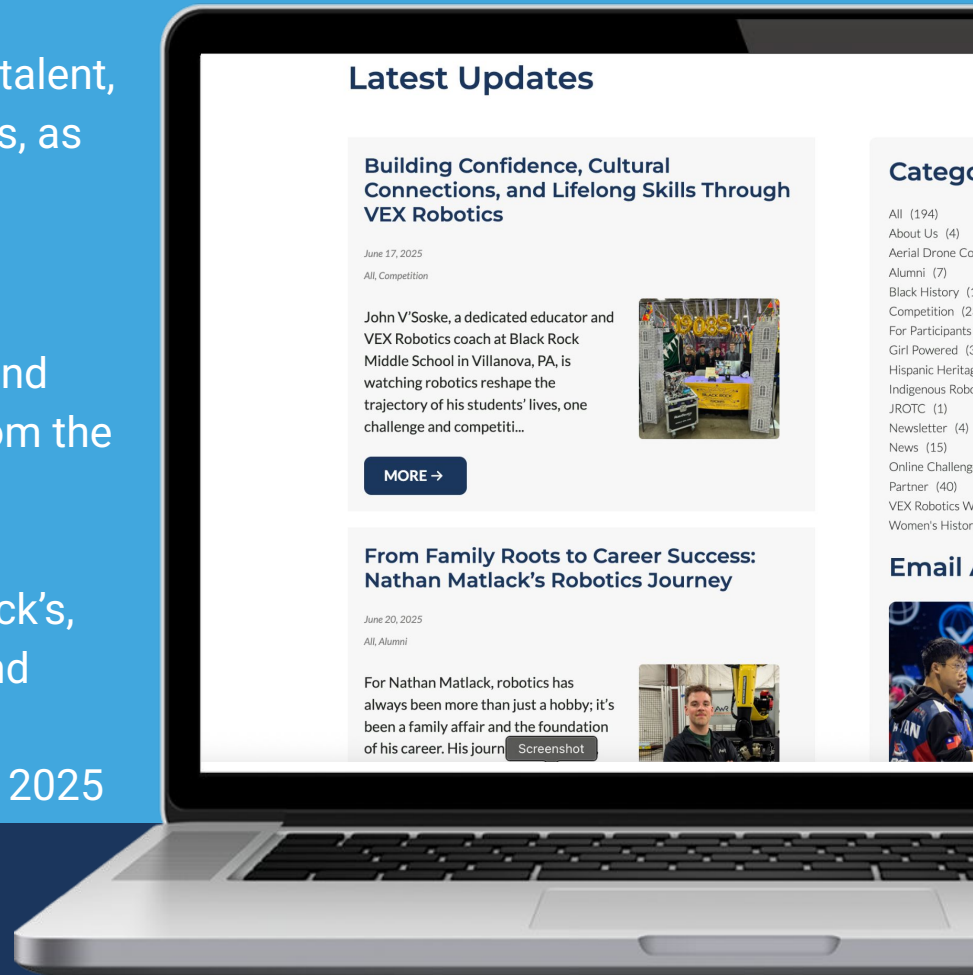
RECF Impact News: We Want To Hear From You!

The RECF wants to share your stories!

- Impactful stories that display the talent, grit, and growth among individuals, as teams, and coaches.

A Look @RECFoundation

- The Steminists of Tullamore, Ireland received a congratulatory note from the President of Ireland for their accomplishments at VEX Worlds.
- Alumni Stories, like Nathan Matlack's, showcase student success beyond robotics competitions.
- 25,000 social impressions in May 2025





Team Highlights

Highlight the journey: challenges, milestones, and successes.



Build Connections

Build your team's community of support. Sharing your journey can lead to opportunities.



How To Start

Post authentically. Show BTS at practice, events, and have the students share their thoughts along the way.



Show & Tell Your Team's Journey

Your supporters want to see more than your event flyers! Show them the process, the people, and the passion behind the team's robotics journey.



Marketing

Social Media Tools + Tips

Sourcing Content and Sharing Online

Tips for Sharing

- Quick clips of the team at practice + talking through their processes.
- Share goals and CTAs for followers to show their support.
- Schedule content and respond to comments and DMs.



Tools for Storytelling (FREE)

- Use Your Phone Camera
- Canva - Create graphics, video content, flyers, and more
- CapCut - Video editing app
- InShot - Video editing app
- Sprout Social - Scheduling software

Don't overthink it. The more authentic your storytelling is, the more invested your supporters will be.

Connect with us

Social Media



Robotics Education &
Competition Foundation



@recf.org



@recfoundation



@REC_Foundation



Robotics Education &
Competition Foundation



@RECFoundation



Marketing

BROADEN YOUR REACH

Media Awareness

Over the past three years, VEX Robotics
World Championship received
significant media placements

4,000+

We can grow this number with your

**STUDENT, COACH +
TEAM STORIES**



Media + You = Awareness



Why Local Media Want Your Stories

Engage Audiences - Stories with real people and emotions are more relatable and compelling than stats or corporate updates. A simple email to invite and tell about an upcoming event is encouraged.

Drive Community Connection - Local stories build a sense of place and pride, show impact, and highlight what's happening in the community.

Feel Good Stories - Human interest content, like our robotics community, is valuable and counterbalances bad news.



How It Benefits RECF Events

Increases Awareness - More people learn about our mission, programs, and events.

Builds Credibility and Trust - Positive local coverage acts as third-party validation.

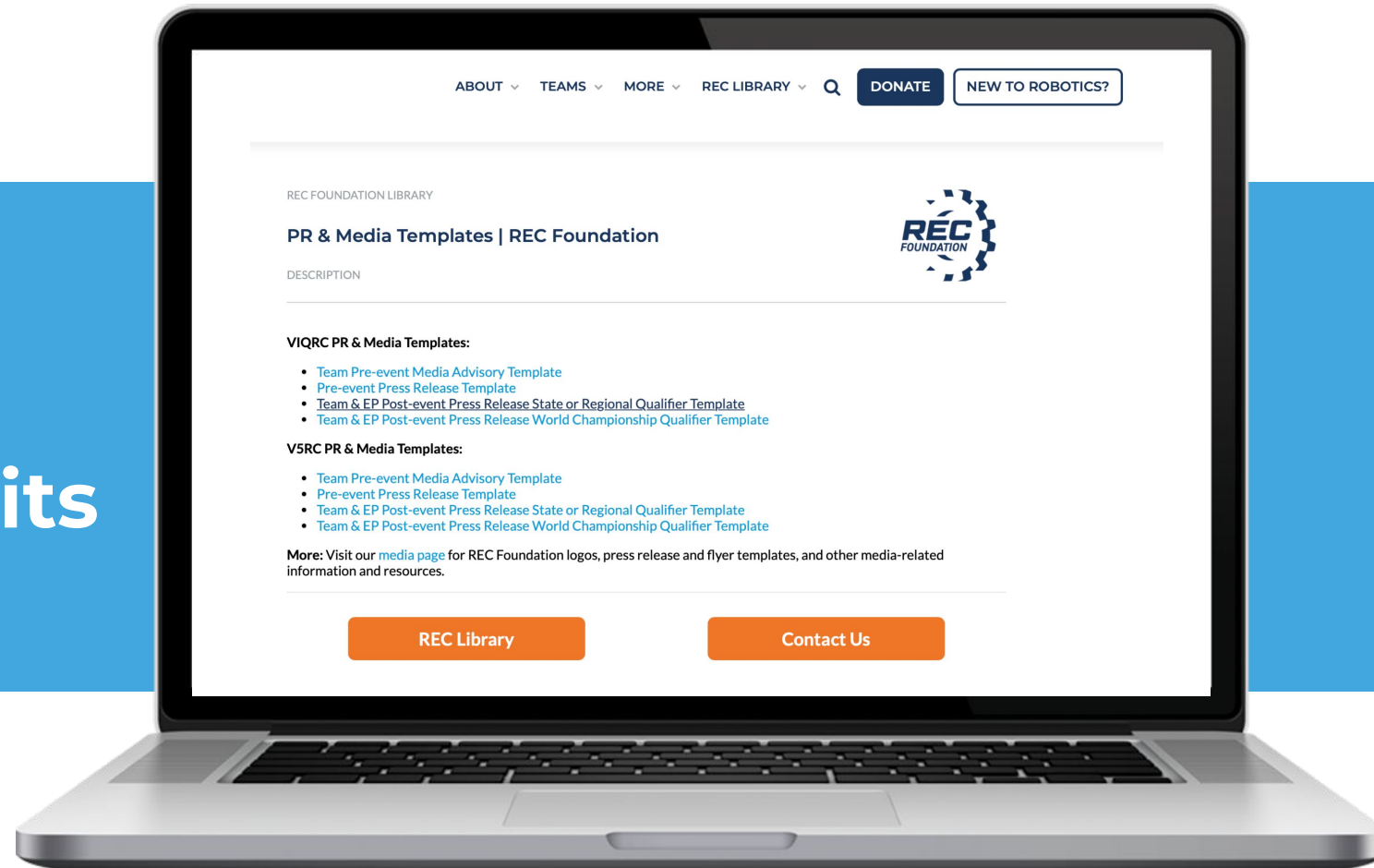
Attracts Partnerships - Corporations and funders look to support nonprofits with strong, visible community impact.

Local middle school robotics team to compete in national tournament



Marketing Resources

PR/Media Templates + Toolkits





Share your stories with us!

We want to hear from you! Please share any inspirational moments or team experiences that you have.

Marketing@recf.org

Contact

We are here for you

Event Partners and Coaches are the core of our Programs here at the REC Foundation. Please reach out to us with any questions or concerns. Thank you for all of your support.

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Resources



ROBOTICS EDUCATION &
COMPETITION FOUNDATION

SUMMIT

VEX ROBOTICS PROGRAMS