



Frequently Asked Questions (FAQs)

What is *Bright by Text*?

Bright by Text is a program for parents and caregivers of children under five that delivers free activities, games, and resources to your cell phone. Messages are targeted to a child's age and include information on child development, language and early literacy, health and safety, behavior and more.

How do I sign up?

Text BRIGHT* to 274448. You will be prompted to enter your child's birthdate in the format MMDDYY so that you can get messages targeted to his or her exact age. You will then be prompted to enter your zip code so that we can send information about local events and resources.

*If you live in one of the following regions, text that region's keyword to 274448:

Arizona	ARIZONAPBS	Indianapolis, IN	WFYI	New York City	HERO
Fresno, CA	KIDS	North Carolina	CONNECT	San Antonio, TX	KLRN

How is the content selected for *Bright by Text*?

Bright by Text adapts content Bright by Three has successfully used for over 20 years as a home visitation program in Colorado. *Bright by Text* also includes curated ad-free content from Vroom, PBS, and other trusted nonprofit partners. In Colorado and each of the above communities, we also work with local organizations to provide information about educational events and resources near you.

What is Bright by Three?

Bright by Three is a nonprofit that provides parents and caregivers of children prenatal to three with tools to promote lifelong learning and success. By providing simple, age-appropriate tips, resources and materials, Bright by Three helps parents and caregivers learn the importance of talking, reading, praising and playing with young children everyday. Bright by Three does not endorse or promote any commercial products.

How much does the program cost?

Bright by Text is free. Standard text and data rates apply.

Can I add multiple children?

Yes, by re-submitting your keyword (e.g. BRIGHT), you can add another young child.

I'm not a parent - is it okay for me to sign up?

Bright by Text is designed for any caregiver of a child under five, including parents, grandparents, aunts or uncles, neighbors, babysitters, nannies, and teachers.

I'm an expectant parent - can I sign up?

Bright by Text can only enroll caregivers of children after birth. We look forward to serving you in the future with pregnancy and prenatal content.

Does *Bright by Text* use data?

The SMS text messages themselves do not require data. But each message includes a link to a landing page with additional information, videos, and related resources; downloading that content may use a modest amount of data. If you have a low-data plan, click the links while using wifi to minimize data usage.

What's the difference between *Bright by Text* and other parenting apps?

Bright by Text is the nation's only nonprofit program that combines comprehensive and relevant child development information with locally targeted messages in participating communities.

Is *Bright by Text* available in languages other than English?

You can sign up for *Bright by Text* in English or Spanish. Simply text the word BRIGHT to 274448, and you will be prompted to reply "Español".

What about storage on my phone?

The text messages and landing pages utilize minimal storage.

