

Raising a child isn't easy. But it doesn't have to be hard.



Free tips, information and resources to make the most of everyday parent and child interactions.

Bright by Text helps parents and caregivers, from prenatal to age five, feel more confident and capable in caring for a young child. Our content comes from a variety of trusted early childhood experts, and covers a wide range of topics like social-emotional, health and well-being, nutrition, and more.



brightbytext.org

Content Partners



How Bright by Text Works

- Each week parents receive two to five text messages – tailored to the age and stage of development of their child – sent directly to their phone.
- The service is also great for others in the family who care for the child, such as a grandparent, aunt or uncle.
- The service is free and will never use or sell your information for advertising.

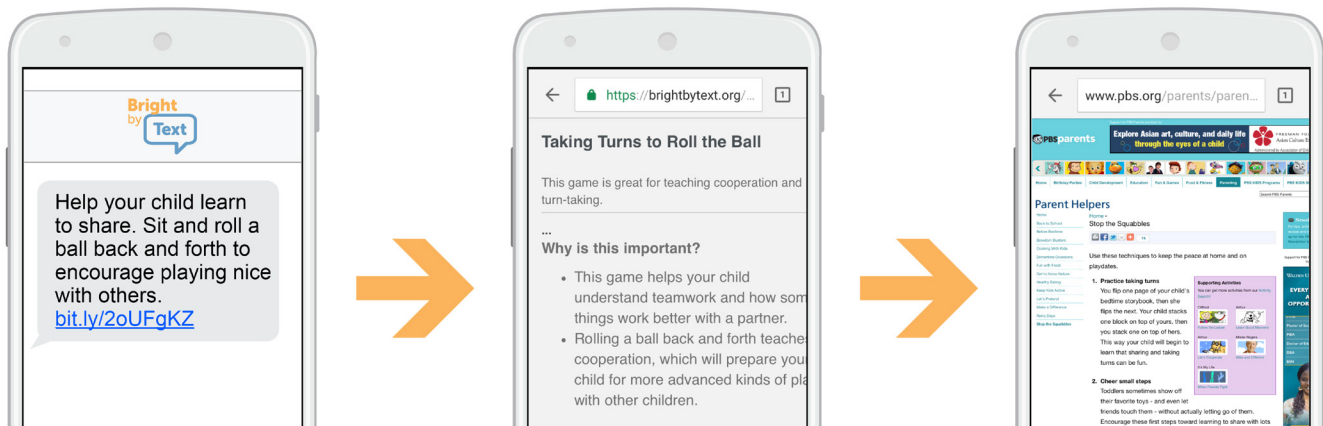
“The thing I like the most is that you don’t feel alone on the parenting journey.”
- BBT Parent

“I love that they don’t interrupt my life; that I can look at them when I want to and they’re just friendly reminders of best practices to do with your child.”
- BBT Parent

How to Sign Up for Bright by Text

1. Sign up by texting BRIGHT to 274448.
2. Select English or Spanish as your language preference.
3. Enter the child’s age and zip code where you live.
4. Start receiving text messages with helpful tips, games and resources.
5. Follow the link in the message for more information, videos, and more.

Example of a Bright by Text Message, Landing Page and a Related Resource



To sign up, text BRIGHT to 274448, or visit brightbytext.org.

Bright by Text is a service of nonprofit Bright by Three. The service is free and available to any parent or caregiver in the US with a valid mobile number. Message and data rates may apply. Text STOP to 274448 to stop. Text HELP to 274448 for assistance.

Bright by Text
brightbytext.org