

Objective 1:
Ensure consistent messaging about FTF internally and externally.

TACTICS

- Message Development
- Brand Management
- Electronic Communication
- Media Relations

FTF CENTRAL OFFICE:

- Develop Consistent FTF Messages - General and Audience Specific
- Produce Brand Tool Kit & Training
- Develop Branded Collateral Materials/Develop Templates
- Develop approved leave-behinds
- Develop/maintain online ordering system for collateral materials / leave-behinds
- Fund/Maintain Expanded Email Database
- Develop/Provide Media Training
- Develop Communications Toolkit

REGIONAL OPTIONS

- Print/distribute branded collateral materials
- Submit contact information for local champions for email database
- Develop relationships with local media/conduct regular media outreach

REGIONAL DISCUSSION QUESTIONS / DECISION POINTS:

- How will printed collateral materials / leave-behinds be used? What's the budget for those?
- Who will submit local names for email database?
- Who will be responsible for developing relationships with local media? Speaking on behalf of FTF? Does this capacity currently exist or does it need to be developed/resourced?

Objective 2:
Position FTF as a leader in efforts to fulfill Arizona's commitment to our youngest kids.

TACTICS:

- Paid Media Advertising
- Public / Media Relations
- Web site Expansion
- Social Media

FTF CENTRAL OFFICE:

- Produce All Creative Consistent with Statewide Branding/Messaging
- Fund media buyer to complete/maximize regional media buys
- Supplement regional media buy
- Develop/Provide Media Training
- Produce Editorial Calendar/Complete Statewide Media Pitches, including detailed communications plans around FTF studies and other deliverables
- Fund on-going maintenance of Story Bank
- Fund Web Development/Maintenance
- Fund On-going Development/Maintenance of Social Media Sites, e.g. Facebook/Twitter

REGIONAL OPTIONS:

- Fund media buy, including tv; radio; newspaper; grocery carts, floor mats and cooler decals; billboards; theater ads; etc.
- Provide regular submission of local successes for Story Bank
- Provide regular Web updates/social media submissions

REGIONAL DISCUSSION QUESTIONS / DECISION POINTS:

- Review advertising recommendations from Moses Anshell. Discuss feasibility and regional preferences.
- Who will be responsible for regular Web updates/submission to social media? Does this capacity currently exist or does it need to be developed/resourced?

Objective 3:
Build and drive support from the general public, elected officials and additional target audiences for investment in programs and services for Arizona children five years old and younger.

TACTICS:

- Community Outreach to Recruit and Retain 68,900 champions statewide
- Government Relations

FTF CENTRAL OFFICE:

- Identify target audiences/benchmarks for outreach
- Produce and update materials to conduct outreach including audience specific talking points/fact sheets; Power Point presentations; sign-up forms; etc.
- Conduct outreach to statewide organizations within target audiences
- Conduct outreach to candidates for statewide office / regular outreach to policymakers
- Fund expansion/maintenance of email database to track outreach efforts/communicate regularly with champions
- Staff on-going maintenance of email database/email outreach via database

REGIONAL OPTIONS:

- Targeted community outreach, including: identifying/contacting local organizations; conducting outreach activities (such as group presentations, small group discussions, one-on-one meetings, etc.); inputting sign-up forms in FTF tracking database; following up on sign-up forms to ensure champions are completing activities they committed to and offering any assistance they need to do so, etc.
- Outreach to local candidates/policymakers

REGIONAL DISCUSSION QUESTIONS / DECISION POINTS:

- Brainstorm list of organizations the region wants to prioritize for community outreach.
- Who should conduct the outreach, including: identifying/contacting local organizations; conducting outreach activities; inputting sign-up forms in database; following up on sign-up forms (including providing resources to champions for their outreach)? Does this capacity currently exist or does it need to be developed/resourced?

Objective 4:
Inform Arizona caregivers of children five years old and younger about early childhood programs and services, in particular FTF statewide initiatives and regionally supported strategies.

TACTICS:

- Collateral Materials on Statewide Initiatives
- Media Relations

FTF CENTRAL OFFICE:

- Develop collateral materials for statewide initiatives
- Leverage relationships with sister agencies/grantees to distribute collateral materials
- Conduct statewide media outreach on statewide initiatives or major FTF deliverables / identify local possibilities to complement statewide media outreach
- Develop templates for regional outreach, including sample press releases; electronic and hard copy newsletters (with editorial guidelines), etc.

REGIONAL OPTIONS:

- Fund use of Born Learning collateral as part of local parent education/awareness strategies
- Conduct media outreach on major awards
- Keep community informed through community outreach efforts, regular newsletters, submissions to partner newsletters, web pages, etc.
- Sponsor/participate in community events aimed at caregivers

REGIONAL DISCUSSION QUESTIONS / DECISION POINTS:

- Can/should region incorporate Born Learning collateral materials into local parent education/awareness strategies?
- Who will be responsible for ordering/distributing/tracking Born Learning collateral materials?
- Who will be responsible for identifying programmatic success / individual stories?
- Who will be responsible for writing local newsletters/submissions to community or partner newsletters, etc.?