



FIRST THINGS FIRST

Ready for School. Set for Life.

Event Participation and Sponsorship Guidelines

DEFINITIONS

Within these guidelines, there is a distinction between event *participation* and event *sponsorship*:

(I) Event **participation** means that staff are present and providing information to attendees regarding some aspect of FTF programs and services. This may include activities such as having a table at a child care/family event, a booth at a health fair, passing out flyers at a community event, etc. Typically, these opportunities are free or low-cost.

(II) Event **sponsorship** may involve many of the same activities as event participation, but includes other benefits to FTF, such as having advertisements and/or being listed as a sponsor in event materials, being mentioned in event programming, free or reduced registration for staff attending the event, etc. Event sponsorship is typically much more costly than participation.

FUNDING

Event participation or sponsorship at FTF is typically paid for out of either statewide Communications funding or regional Community Awareness funding. Either way, these are programmatic funds, and as such, require thoughtful and deliberate decision-making to ensure these expenditures are consistent with FTF's programmatic priorities, including: quality, access and affordability; professional development; family support; health; coordination; and, community awareness.

(I) Event Participation Guidelines

GUIDING QUESTIONS WHEN CONSIDERING PARTICIPATION IN AN EVENT:

1. **Is the event political in nature?** This includes overtly political events, such as campaign or candidate rallies, as well as more subtle political events, such as action days at the Legislature. Regardless, if the intent of the activity is political in nature, then FTF funds – whether simply staff time or materials – cannot be expended on that event. Staff who choose to attend must do so on their own time (annual leave) and they may not affiliate themselves with FTF during their participation.
2. **Is the event a fund-raiser?** If registration costs are part of the funds raised, then FTF cannot participate. The Arizona State Constitution also prohibits state funds being used to fund events that endorse a specific organization or product. If staff are unsure whether the event they are considering is an endorsement, please contact Legal Counsel Alex Turner to talk through the specifics of your event. Please see Appendix 1 for staff contact information.
3. **Who is the intended audience of the event?** – the more specific the audience (e.g. parents vs. the general public), the better. Is this one of FTF’s priority audiences for outreach (See Appendix 2). Is this a priority audience for another statewide or regional strategy?
4. **What is the return on investment for Community Outreach?** Will the amount of money the regional council is being asked to spend and the number of hours that staff will use preparing for and participating in the event yield corresponding community outreach results – for example, a significant number of new champions committed to act on behalf of young children, a number of new leads for conducting additional outreach, significant media exposure, etc.? If the goal of the event is parent awareness specifically, will the set-up of the event allow for sufficient time to interact with parents about early childhood development and health, or is this opportunity better suited to grantee participation to enroll families in services?
5. Based on the two previous questions, **what information can we provide that is appropriate for the event’s intended audience and structure?**
6. **Who will provide the information** (staff, volunteers, grantees) and how will they be prepared to staff the event?
7. **Are funds available for participation?** Are they from a specific region or will funds be “pooled” among regions? Appropriate program index codes and strategy (i.e. community awareness/event registration) will need to be specified on the registration form or invoice.
8. **Are materials available that are appropriate to this event?** For example, the stethoscope koala bear educational reinforcement item might be very effective with health providers, but maybe not as effective with parents. Likewise, the Born Learning Recipies for Learning may be appropriate at events that allow time to show parents how to use the “Recipies”. A combination of materials may be used (for example, flyers or the Playbook if parents are walking by, but books or Recipies for Learning if parents stop for a conversation). Educational reinforcement items from the current approved list will be used in community outreach events. Twice per year, Communications will request suggestions for additional educational reinforcement items. Those suggestions will be reviewed by a cross-divisional team that includes communications, regions,

legal counsel and program. Notification will be sent of any items added to the approved list so that regional councils may consider those as part of their planning and budget-setting for the following fiscal year.

9. **Is there sufficient time to prepare for effective participation in the event?** Given that individuals working the event need to be prepared, 30 days is a suggested timeframe. However, if there are event –specific materials that need to be designed, 45 to 60 days is preferred.
10. **Which staff will take the lead to organize the details/logistics of the event?**

APPENDIX 1

Staff Contacts

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APPENDIX 2

The FY2011 Priority audiences for community outreach include:

Parent Groups

K-12 educators

Early childhood development and health providers

Early childhood coalitions / advocacy organizations

Medical community

Researchers

Faith communities

Women's organizations

All target audiences listed above within Arizona's Tribal communities, as applicable.

While these are our immediate target audience, individual regional councils may want to consider whether there is an additional audience that is critical in their community in order to effectively raise public awareness of the importance of early childhood. If such an audience exists, the Regional Director and/or the Community Outreach Coordinators should consult with the Senior Director for Community Outreach to determine the appropriate messaging to that audience.