

COMMUNITY OUTREACH PLAN

Yavapai Regional Partnership Council



FIRST THINGS FIRST

Ready for School. Set for Life.

Yavapai Regional Partnership Council

Goals of Community Outreach

1. To educate the Yavapai Community about the importance of early childhood.
2. To secure champions for children who take action to spread the word about First Things First and the importance of early childhood
3. To motivate and support these champions to act.

Champion definition- An individual who takes action to spread the word about First Things First and the importance of Early Childhood Development, through means such as talking to his or her friends, colleagues, and community; including early childhood information in organizations' newsletters; and securing presentation opportunities.

Target Audiences in Yavapai County

Priority Target Audiences:

- K-12 community
- Medical Community
- Colleges and Universities*
- Senior 55+/Elders
- Women's Organizations

Other Target Audiences

- Faith Organizations
- Parents and Caregivers
- Civic Minded Arizonans
- Grantees
- Early Childhood Professionals
- Public Officials and Candidates

* *Yavapai Region Specific Audience*



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Community Outreach Tools and Measures

Presentations/ Outreach Events	Target: At least five (5) per month
<p>Community Outreach Coordinator</p> <ul style="list-style-type: none"> The Community Outreach Coordinator will secure presentation opportunities and one-on-one meetings with members of the community, focusing on the target audiences. <p>First Things First Staff</p> <ul style="list-style-type: none"> Yavapai Regional First Things First staff will work together to plan FTF-directed or FTF-supported community events, including: <ul style="list-style-type: none"> The Big Check Tour Grantee Meetings Other community meetings Community Networking meetings, such as League of Women Voters, Volunteer Fairs and Networking for Solutions meetings, will be attended by a member of FTF staff and/or an RPC member to spread the word about the importance of early childhood and FTF; sign up champions, and secure additional presentation opportunities. <p><i>First Things First outreach materials, such as Fact Sheets, Educational Reinforcement Items and Champion Forms, will be present at these events.</i></p>	

Stories	Target: At least one (1) per month
<p>Community Outreach Coordinator</p> <ul style="list-style-type: none"> Community Outreach Coordinator will collect success stories of FTF-funded programs for newsletter use, media submission, and for distribution by grantees and champions. <ul style="list-style-type: none"> Stories will be collected by visiting grantee sites and events, and/or meeting with program participants. These stories will be offered to the Regional Council for their distribution at each RPC meeting. 	

Site Visits	Target: As needed/ requested
<p>Community Outreach Coordinator</p> <ul style="list-style-type: none"> The Community Outreach Coordinator will offer the opportunity to visit FTF grantee sites to elected officials and key community leaders. This will be coordinated with grantee sites. <p>First Things First Grantees</p> <ul style="list-style-type: none"> First Things First grantees may be contacted to host site visits and will work to coordinate the site visit with the Community Outreach Coordinator. 	

Media	Target: At least two (2) per month
<p>Community Outreach Coordinator</p> <ol style="list-style-type: none"> Radio and Television- The Community Outreach Coordinator will secure media opportunities to speak about the importance of early childhood and FTF, , and to provide relevant FTF updates, on both radio and television. <ul style="list-style-type: none"> RPC members will be asked to volunteer to join radio/TV opportunities when appropriate. Press Releases- The Community Outreach Coordinator will write Press Releases concerning early childhood content and FTF updates/events, to be distributed to local community partners and media contacts. Digital Storytelling- The Community Outreach Coordinator will work to create digital documentation of FTF-funded program success. These will be available for the Regional Partnership Council, and to the public, contingent on Communications review. <p>First Things First Grantees</p> <p>The Community Outreach Coordinator will connect grantees to Media opportunities when appropriate.</p>	

Speaker's Bureau Trainings	Target: 1 per quarter/ as needed
<p>Community Outreach Coordinator</p> <p>Speaker's bureau trainings will be offered to any interested individual or group wishing to receive instruction and practice in spreading the word about early childhood and FTF to their community.</p> <ul style="list-style-type: none"> These individuals will be given a sample PowerPoint presentation and collateral materials for their use, and may be given educational reinforcement items to be used in their outreach efforts, as requested/coordinated by the Community Outreach Coordinator. 	

Educational Reinforcement Items	Target: Distributed as appropriate
<p>Community Outreach Coordinator</p> <ul style="list-style-type: none"> Educational Reinforcement items (as also known as Leave Behinds), such as Born Learning Materials, will be distributed by the Community Outreach Coordinator. Educational Reinforcement items will be catered to the demographic and knowledge of each audience. FTF speakers who have attended a speaker's bureau training will also be eligible to distribute educational reinforcements, and will work with the Community Outreach Coordinator to determine where and how these items will be used. Educational Reinforcement items will be given only to individuals who have first received general information about early childhood and FTF. 	

Media Advertisements	Target: To be determined by the Regional Council
<p>Regional Partnership Council</p> <ul style="list-style-type: none"> • In order to ensure the importance of early childhood is shared with a widespread audience and to enhance the grassroots awareness and outreach efforts already in place, the Yavapai Regional Partnership Council may elect to fund advertisements, such as billboards, radio ads, newspaper ads, television ads, or cinema ads. • A recommendation of media purchases will be delivered by the Statewide FTF media contractor to the Regional Partnership Council via the Regional Director. <p>First Things First Staff</p> <ul style="list-style-type: none"> • The Regional Director will work with the statewide FTF media contractor to purchase these media advertisements. <p>Community Outreach Workgroup</p> <ul style="list-style-type: none"> • The Community Outreach workgroup will work with the Community Outreach Coordinator to put forth a recommendation for media purchases to the Regional Partnership Council. 	

Expectations of Regional Council

1. Provides input and expertise in the development of the community outreach plan
2. Works with regional director and coordinator to present at local events, civic engagements etc.
3. Provides ongoing feedback and guidance to both the director and coordinator for leads, next steps, and additional partners etc. related to community outreach etc.
4. **Regional Partnership Council Meetings-** The Community Outreach Coordinator will provide monthly updates during Regional Council Meetings. Updates will include the number and nature of recent presentations, media opportunities, stories, and champions acquired. Regional Council Members can provide feedback, recommendations, and direction during this portion of the meeting.

Requests of First Things First Grantees

1. **Stories-** First Things First grantees are asked to work with the Community Outreach Coordinator to invite program participants to be interviewed for a story.
 - First Things First grantees are requested to communicate good story opportunities to the Community Outreach Coordinator.

2. **Grantee Meetings-** The Community Outreach Coordinator will provide a communications update to grantees at quarterly grantee meetings. Grantees can provide feedback, recommendations, and direction during this portion of the meeting.
3. **Outreach Opportunities-** Grantees are encouraged to recommend presentation opportunities to the Community Outreach Coordinator, to receive an FTF speaker's bureau training, and to sign up as champions for children.
 - The Community Outreach Coordinator will communicate outreach opportunities, such as tabling events, to First Things First grantees so that they can consider raising awareness of their services at the event either in conjunction with FTF or on their own.
 - Grantees are expected to follow grantee protocol as it pertains to First Things First branding. As a reminder, First Things First must be mentioned as a funder within every press release, on grantee collateral material and at grantee events.

Community Outreach Workgroup

The Community Outreach Workgroup will meet at least four times per year to discuss the progress of the Community Outreach Plan and offer insights for improvement and direction, including:

- a. Media Purchases
- b. Securing additional presentation opportunities
- c. Making community connections
- d. Effectively communicating the importance of early childhood based on the unique demographic of the Yavapai Regional community.

When they arise, the recommendations of the Community Outreach Workgroup will be presented to the Yavapai Regional Partnership Council during monthly meetings.