

# COMMUNITY OUTREACH PLAN: FY 2013

Central Maricopa Regional Partnership Council (CMRPC)



## Goals of Community Outreach

1. Educate the Central Maricopa Region about the importance of early childhood.
2. Motivate Arizonans to be informed about early childhood health and education, including First Things First (FTF); to get involved in the conversation about early childhood in Arizona; and to take action to get all children ready for school.
3. Make Early Education relevant and be the conduit to reach the outliers and identify the right influences in each target audience group.

## Target Audiences for Community Outreach

### Statewide Priority Focus Target Audiences FY 2013:

- K-12: Teachers & Staff, Parent Committees
- Faith Based
- Business

### Statewide Secondary Focus Target Audiences FY 2013

- Seniors and Elders
- Military
- Public Safety

### Central Maricopa: Other Target Audiences FY 2013

- Parents and Caregivers
- Rotary Club, Kiwanis and Lions Club
- Chambers of Commerce
- Public Libraries
- Neighborhood Associations
- Parent Meet Up Groups
- Advocacy/Civic Minded Groups
- Infant/Toddler Medical Community
- Quality First Centers and Homes
- First Things First Grantees
- Public Officials and Candidates

### Central Maricopa Regional Partnership Council: Other Priority Audiences

- Need input from the Regional Council

## Community Outreach Tools and Measures

**Tactic: Presentations/ Outreach Events/1:1s**

**Target: At least seven (7) per month**

### Community Outreach Coordinator

- The **Community Outreach Coordinator** will secure presentation opportunities, one-on-one meetings with members of the community, and attend outreach events to represent FTF and speak about the importance of early childhood health and development.

### Central Maricopa Regional FTF Staff and Central Maricopa Regional Partnership Council (CMRPC)

- **Central Maricopa Regional FTF staff** will work together to plan participation in FTF-directed or FTF-supported community events, including
  - Grantee Meetings
  - Site Visits
  - Check Presentation
  - Sponsored Community Events (e.g. ACT Kids Health Fair; City Serve Arizona Summit; Herberger Theatre Festival of Arts; Tempe Tardeada, Tempe Community Council Baby and Young Child Fair; Child Abuse Prevention and Awareness Fair; Parent Outreach Conference, Chandler Day of Play, Guadalupe events etc.)
- **Central Maricopa Regional FTF staff** and **CMRPC members** may be asked to voluntarily attend outreach events or activities to represent FTF. The **Community Outreach Coordinator** is responsible for securing, coordinating and preparing Central Maricopa Regional FTF staff and CMRPC members for these opportunities.

*FTF outreach materials such as talking points, fact sheets, parent guides, brain science handouts, educational reinforcement items, sign-up sheets and consent and release forms will be presented at the time of events or activities.*

**Comment [JF1]:** We should include at least one mention of Chandler and Guadalupe in this list.

**Tactic: Stories**

**Target: At least one (1) per month**

### Community Outreach Coordinator

- The **Community Outreach Coordinator** will collect and write stories about the success of both FTF-funded programs and other impactful early childhood programs for newsletter use, media submission, public blogs, **CMRPC** URL page (pending implementation) and for distribution by grantees and supporters.
  - 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** at each **CMRPC** meeting.

- In addition, the **Community Outreach Coordinator** will offer trainings on writing successful impact stories to interested FTF grantees and early childhood supporters.

**Comment [JF2]:** How often will these training occur?

#### Tactic: Site Visits

Target: One (1) per Quarter

##### Community Outreach Coordinator

- The **Community Outreach Coordinator** will plan and coordinate site visits of FTF-funded programs, while extending invitations to elected officials, members of the media, and key community leaders. Additionally, the **Community Outreach Coordinator** will work with **FTF grantees** and community partner sites to develop an agenda, prepare staff with talking points, and prepare families participating in the program to speak to site visit guests. The **Community Outreach Coordinator** will work with **FTF External Affairs Staff** to plan the site visit.
- The **Community Outreach Coordinator** will take pictures or assign a member of **FTF staff** to take pictures during the site visit. These will be sent with cut lines to the **FTF Director of Brand Advancement** to place on social media platforms.

#### Tactic: Media

Target: Three (3) per Quarter

##### Community Outreach Coordinator

1. **Radio and Television-** The **Community Outreach Coordinator** will secure media opportunities on both radio and possibly television (dependent upon availability) to speak about the importance of early childhood and FTF and to provide relevant FTF updates.
  - **CMRPC Council members** may be asked to work with the **Community Outreach Coordinator** to represent FTF on the radio and/or television, or join the **Community Outreach Coordinator and/or Director** for radio/TV opportunities when appropriate.
2. **Press Releases-** The **Community Outreach Coordinator** will write press releases concerning early childhood and FTF updates/events, to be distributed to local community partners and media contacts. The **Community Outreach Coordinator** will work with **External Affairs staff** for the development and dissemination of press releases.
3. **Digital Storytelling-** The **Community Outreach Coordinator** will work to create digital documentation of FTF-funded program successes. These will be available for the **CMRPC** and to the public, contingent on approval and review of **FTF External Affairs Staff**.

**Comment [JF3]:** Does this need to be explained further? What does "digital storytelling" mean?

##### FTF Grantees

- The **Community Outreach Coordinator** will connect **FTF grantees** to media opportunities when appropriate.

- The **Community Outreach Coordinator** may offer training on successfully preparing for media opportunities to **FTF grantees** and community partners interested in speaking about early childhood for any earned media opportunity in print, radio or TV.

**Tactic: Speaker's Trainings**

**Target: At least one (1) per quarter/ as needed**

**Community Outreach Coordinator**

- The **Community Outreach Coordinator** will offer speaker's trainings to any interested individual or group wishing to receive instruction and practice in consistent messaging to help spread the word about early childhood and FTF.
- The **Community Outreach Coordinator** will offer the following speaker's trainings:
  - Basic Speaker's Training:
    - Early Childhood, Everyday- *Simple ways to spread the word about early childhood and FTF in your community*
  - Extended Speaker's Trainings:
    - The Write Way- *Writing Effective Impact Stories*
    - Talking it Up- *Tips and tools for securing opportunities and communicating effectively on the radio and TV (This training is in development.)*

**Tactic: Community Awareness**

**Target: Distributed as appropriate**

**Community Outreach Coordinator**

- Educational Reinforcement items, such as Born Learning Materials, will be distributed by the **Community Outreach Coordinator and the Regional Director**. The distribution of Educational Reinforcement items will be determined based on the demographic and knowledge of each audience.
- **FTF supporters and community partners** who have attended a speaker's training will also be eligible to distribute educational reinforcements, and will work with the **Community Outreach Coordinator and the Regional Director** 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.
- The **Community Outreach Coordinator** will work with the **Central Maricopa Regional Director** to implement and revise the Community Awareness Budget, including event participation and sponsorships and the purchasing of Educational Reinforcement items.

**Tactic: Social Media**

**Target: At least two (2) submissions per month**

#### **Community Outreach Coordinator**

- In order to support a continuing, relevant and expanding conversation about the importance of early childhood, the **Community Outreach Coordinator** will maintain a consistent presence on personal social media platforms, including Facebook , Twitter and Pinterest.
- The **Community Outreach Coordinator in collaboration with the Regional Director** will submit interesting and relevant posts from the region to the **FTF Director of Brand Advancement** to publish on social media platforms including the **CMRPC URL page** (pending implementation). In addition, photographs taken of early childhood events in the Central Maricopa Region will be sent with cut lines to the **FTF Director of Brand Advancement** for use on Flickr.
- The **Community Outreach Coordinator** will continuously encourage early childhood supporters to get informed, get involved, and get young children ready by promoting the use of social media to all audiences.
- The **Community Outreach Coordinator** will train **FTF staff, grantees, and CMRPC members** to effectively use personal social media platforms to spread the word about the importance of early childhood.

#### **Working with the Central Maricopa Regional Team and the Central Maricopa Regional Partnership Council**

##### **Community Outreach Coordinator**

- **CMRPC Meetings** - The **Community Outreach Coordinator** will provide monthly updates during **CMRPC meetings**. Updates will include the number and nature of recent presentations, events, media opportunities, success stories, other community outreach updates and external affairs updates. Additionally, the **Community Outreach Coordinator** will utilize Google maps to track outreach efforts, presentations, networking meetings, events, and trainings on a monthly basis to visually showcase to the **CMRPC members** the community outreach efforts being conducted across the entire Central Maricopa Region. **CMRPC members** can provide feedback, recommendations, and direction during this portion of the meeting, including specific areas within the region to target.
- **Grantee Meetings** - The **Community Outreach Coordinator** will work with **Central Maricopa Regional FTF staff** to provide speakers' trainings, communications guidance, and updates to **FTF grantees** at quarterly grantee meetings. **Grantees** can provide feedback, recommendations, and direction during the meeting.

- **Staff-Directed Projects, Meetings and Strategies** - The **Community Outreach Coordinator** will work with **Central Maricopa Regional FTF staff** to support **CMRPC** recruitment, staff projects, meetings and events. The **Community Outreach Coordinator** will provide support based on the defined roles of a Community Outreach Coordinator.

### Community Outreach: Role of the Central Maricopa Regional Partnership Council

1. Provide input and expertise in the development of the community outreach plan.
2. Work with the **Central Maricopa Regional Director** and the **Community Outreach Coordinator** to identify, attend and/or present at local events, media opportunities, regional sponsorship and event participation opportunities, etc.
3. Provide ongoing feedback and guidance to both the **Central Maricopa Regional Director** and the **Community Outreach Coordinator** for leads, next steps, and recommendations for the successful implementation of the Community Outreach Strategy.

### Requests of First Things First Grantees

1. **Stories - FTF grantees** are asked to work with the **Community Outreach Coordinator** to invite program participants to be interviewed for a story.
  - **FTF grantees** are requested to communicate good story opportunities in person, through email and phone to the **Community Outreach Coordinator**.
2. **Outreach Opportunities - FTF grantees** are encouraged to recommend presentation/outreach opportunities to the **Community Outreach Coordinator**, to receive FTF speaker's trainings, and to engage in the conversation about early childhood on their personal social media platforms.
  - The **Community Outreach Coordinator** will communicate outreach opportunities, such as tabling events, to **FTF grantees** so that they can consider raising awareness of their services at the event either in conjunction with FTF or on their own.
  - **FTF Grantees** will communicate outreach opportunities, such as tabling events and fairs, to the **Community Outreach Coordinator**. Community events and fairs do not always afford the best opportunities to engage parents and community members in the conversation on the importance of early childhood education and health. This is best accomplished through presentations. In a collaborative effort to determine the best return on investment (ROI), **FTF Grantees** and the **Community Outreach Coordinator in collaboration with the Regional Director** will consider the following questions below to determine if the best person to table the event is the **FTF Grantee**, the **Community Outreach Coordinator** or a combination of both.
    - Why are we doing this?

- Who is the audience?
  - What do I want them to know?
  - What do they already know?
  - What is the best message?
  - Who is the best messenger?
- **FTF grantees** are expected to follow grantee protocol as it pertains to FTF branding. As a reminder, FTF must be mentioned as a funder within every press release, on grantee collateral material and at grantee events.

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