"Community Messaging to Build Awareness About Early Childhood Programs "

December 12, 2023
12:30 - 2 p.m. ET/9:30 - 11 a.m. PT

Agenda
- Welcome - Introduction to the topic
- Icebreaker
- Overview of Raise Me to Read tools – Samantha Emerine
- Overview of GrowSmart tools – Barbara Lito
- Large group discussion about strategies
- Wrap-up

Purpose:
This Crucible of Practice Salon will acknowledge the importance of messaging as a strategy within CGLR coalitions by featuring the stories of two community leaders recognized for their exceptional submissions to the 2023 Communications Expo. By examining examples of their work and exploring the strategies through conversation with attendees, we will cover the following:

- Ideas for building a brand in CGLR coalitions.
- Time management techniques and creating dedicated capacity for communications as a means to connect with partners and constituents.
- Approaches for ensuring partners maintain their voice and celebrate their accomplishments within a collective impact coalition.

Guiding Questions for Large Group Discussion
The team will be using a Padlet to take notes from the session and this will be shared as a PDF in the follow up resources. Attendee participation in responding to these questions is highly encouraged, as this session is being created in the spirit of collective learning.

Small Team Capacity Questions

- *What tools have been helpful for organizations/coalitions led by one person or a very small team?*

- *Infographics, flyers, and other visual tools for sharing information can be useful, but there are so many platforms available. What tools would you recommend as easy, user-friendly suggestions for smaller teams who may not specialize in marketing?*

- *How have you scheduled or built in time to manage social media and communications when there are demands on your capacity? Any tips or tricks you can recommend to the group?*

Communication within a coalition

- *How have you lifted up partner organization accomplishments and celebrations within the coalition while maintaining the identity of the coalition?*

- *What are the elements of templates that have been useful for spreading awareness about the coalition?*

- *What phrases have been helpful in cultivating larger interest in the topic/work in your communities?*

- *What is the balance between sharing someone's story about the programs that have been successful and respecting privacy?*

- *How do you ensure your messages and the language used are inclusive of all audiences and most especially your target audiences?*

- *What role does story-telling play in building your messaging within the coalition?*

- *How do you ensure tools are visually appealing and resonate with a wide audience?*

- *How do you ensure a consistent "voice" through all your posts, flyers, infographics, etc.?*

- *For teams working with school districts, there may be specific protocols in co-messaging, sharing information about resources for children, etc. What's worked for you with collaborating with them to share information about coalition programs AND in turn, include them within the coalition as a contributing partner to messaging?*

Topic Connection with Campaign for Grade-Level Reading Advocacy Agenda

The Campaign for Grade-Level Reading's "Civic Action and Advocacy Agenda for 2023-2026" has been widely disseminated during last July's GLR week and in the reading materials for the Crucible of Practice salons in October and November. The distribution of this document is intended to shed light on the upcoming priorities and reiterate the four foundational imperatives which define how CGLR operates. The network of 350+ communities who are a part of the Campaign for Grade-Level Reading each spread awareness about the resources, programs, and opportunities for tackling the priorities in their own way. Some of our coalition backbone organizations are managed by a small

team or a single person. This session is designed to directly address strategies which have worked, recognizing the importance of communications towards mobilization.

Additional Resources

Please note that more resources and tools to support efforts with communications will be shared after the session. The list of CGLR communities who are recognized as having exemplary communication tools will be included with the follow-up resources.

Websites - Conversation Leads
- **Raise Me to Read**
- **Virginia Beach GrowSmart**

Examples from the large group discussion
- Troup County, GA - Get Troup Reading website
- Wyoming Valley, PA - United Way of Wyoming Valley' Community Helpers video series