

PUBLIC AWARENESS PLAN 2020



Family Resource Network

In the Spring of 2018, the Family Resource Network updated and revised its Public Awareness and Outreach Plan. A subcommittee of Family Resource Network members convened for a strategic planning session to make decisions regarding the plan moving forward.

The last iteration of a Public Awareness and Marketing Plan was published by First Things First in 2013. This updated version was facilitated and presented by Community Alliance Consulting.

In an effort to update and refocus its branding, the Family Resource Network used several inputs when considering new public awareness techniques. The existing Mission, Vision, and strategic goals were considered when designing new target audiences, communication methods, and messages. The committee reviewed data from focus groups conducted with the target audience on marketing preferences.

The network used this strategic planning time to make the following decisions:

- How to spend \$20,000 in marketing funds they elected to set aside.
- How to utilize the current resources, the FRN website and newsletter
- How to launch the initiatives identified at the annual strategic planning session, designing a tool kit and story bank
- Select messages previously market tested by FTF to be effective for use by the FRN

Strategic Plan

The following strategic plan elements served as a basis for the public awareness plan. For marketing to be effective, it must align with the network's approach.

Mission: to grow a network of cohesive support for families.

Vision: the Family Resource Network is a community leader in family support.

Goal #1: Administer the Family Resource Network – Governance

Goal #2: Increase parent involvement and leadership in Family Resource Centers – Parent Involvement

Goal #3: Be recognized in the community as a source of family support – Public Awareness

Goal #4: Demonstrate functionality, connectivity, and impact as a Network – Evaluation and Sustainability

Research Findings

The following qualitative research findings were used to help guide participants' decisions about the methods of communication proposed.

- Participant profile: Focus group participants were age 26 to 40, 50% preferred speaking English and 50% Spanish. Half had earned a high school degree or less, and more than half reported that their household income was under \$30,000.
- Services preferred: Participants were most appreciative of benefits application assistance and classes offered at the FRCs, such as parenting, health and safety, or nutrition.
- Preferred communication channels:
 - School Newsletter
 - Word of mouth
 - POSTERS at school
 - POSTERS at Pedes

Goals

The Public Awareness committee chose the following goals to guide their marketing plan:

- Increase public awareness of FRCs' EXISTENCE and VALUE
- Increase the number of families accessing resources at FRCs
- Increase the sustainability of the network by recruiting more **Friends, diverse in nature**
 - Three new friends by the end of Dec 2020
- Increase the number and quality of relationships with potential funding partners
 - Host two FRC site tours with potential FRN funders by end of Dec
 - Get one funder for 1500 for Summit and another funder to sponsor website
- ~~Increase the sustainability of the network by seeking additional funding outside of FTF~~

Audiences

There are three main audiences targeted by the Public Awareness plan. Each of the three audiences is host to a specific subpopulation that the FRN will specifically target with engagement strategies.

- Parents and Families- A primary audience of the FRN is parents of young children and their families. This year, the FRN will focus specifically on targeting dads, as well as grandparents and other kinship caregivers.
- Providers- Providers are viewed as other businesses or non-profit agencies that provide services to the same target population of infants, young children, and expectant mothers. By targeting these organizations, the FRN intends to recruit additional families. This year the subtargets of this category are grade schools and pediatric/obstetric health care providers, including medical and dental.
- Professionals and Stakeholders- This category includes non-FRC partners that may also provide services to young families, but the purpose of the target is to increase awareness of the FRN, strengthen the early childhood

system's ability to provide for families by working together symbiotically, and to increase the number of centers in the FRN. The specifically targeted sectors of this group are other resource provision centers (situated in hospitals, schools, food banks, addiction recovery clinics, and for elders) and women's professional growth organizations, such as Junior League and Fresh Start.

Methods

The FRN would like to focus its print media in three areas. All print media will be produced in both English and Spanish, in equal numbers:

- Posters: Posters will be generic for all centers, with a tear-off portion at the bottom with the FRN website. They will be posted in primarily in schools and medical offices. This is one of the two main print media efforts.
 - Posters are going well. Present a map of locations by April meeting.
- Parent referral cards: These cards will be the size of business cards, with a space on the back for a sticker, stamp, or hand-written location of a specific Family Resource Center. They will be used to build parent networks supporting the Parent Involvement Plan, but will be generic enough to use with partner providers, as applicable. As word of mouth is so important, these cards are the second of the two main print media efforts.
- Rack cards: Rack cards will only be used for large events, such as hosting tables at conferences. In the past, many, many rack cards were printed. A much smaller number will be needed this time as they will not be mass distributed or left at partner agencies.

The FRN is also including digital media outreach in the plan:

- Social media ads
- ~~• Newsletters: The Public Awareness committee will focus on being included in school newsletters, distributed by email. Schools will be targeted, as well as Parent Liaisons, and Parent Teacher Organizations.~~
- As part of the FRN Toolkit, instructions and basic templates will be created for individual FRCs to use on social media platforms. Example postings will

be made for Facebook, Instagram, and Next Door. Resource section added to gov plan.

In-person, face-to-face interactions are an effective way to conduct program marketing. The following methods will be used:

- Special events: The FRN would like to host three tables at conferences, expositions, or other special events in the next year. Rack cards, parent referral cards, and FRN swag will be distributed. A FRN tablecloth will also need to be designed and ordered.
- Word of mouth: The Public Awareness committee will leverage the Parent Involvement Committee as well as each individual FRC to distribute parent referral cards through warm hand-offs.

Additional pieces of the marketing plan for the upcoming year include the launch of the following projects:

- *Tool Kit: The FRN will design a tool kit, hosted online, where any FRC could access to promote the FRN. The FTF toolkit will serve as a basis for the platform. Also included will be social media templates, the story bank, a slide show of photos from FRCs, and digital copies of all print media.*
- ~~Story bank: The FRN will build a story bank of real-life benefits that may be used in marketing efforts. Quarterly reports will serve as a starting point for this collection.~~
- Website: The FRN elected to update the website using the current platform. Each FRC will need to update their hours of operation, services offered, volunteer information, and roster of classes. Each FRC should have photos from their own center (with photo releases signed) to put on the website. Logos may need to be updated. This will happen over the course of September through December. A cadre of FRN members will assist the FRN Consultant Team in accomplishing this task. Training will be offered to centers who wish to update their own website. In addition, the FRN would like to revamp the landing page. The FRN will work with IWS to accomplish these tasks, and this will not increase the website budget.

Budget

The FRN would like to spend their funds on the following items:

- Print media- posters, parent referral cards, rack cards
- Special events- FRN swag, FRN tablecloth, event entrance fees
- Website hosting- staying with the existing payment plan

Messages

The Public Awareness committee selected the following statement as a binding marketing message to be used for all FRCs, as well as for use in FRN print media:

Family Resource Centers connect families to services, resources, and referrals in a child-friendly environment.

The following additional messages were selected, also based on FTF's market-tested approved lines of logic:

- Family Resource Centers may be anywhere, and they all support strengthening families.
- Family Resource Centers offer families a one-stop-shop for information and referrals.
- Your nearby Family Resource Center offers welcoming and well-trained staff.

Next Steps

The Public Awareness committee will work with the FRN Consultant Team and First Things First to accomplish these objectives, weaving together the messages, audiences, and methods into a year-long timeline, beginning July 1, 2018.