



The **Early Childhood Leadership Commission (ECLC)**, in collaboration with members of the ECLC Communications Subcommittee, developed [Communications Guidelines for Engaging Parents & Caregivers](#) to support early childhood professionals in creating communications to engage parents and caregivers.



To support local efforts using these guidelines the ECLC and **illuminate Colorado (illuminate)** are excited to offer **a unique mini grant opportunity up to \$1,500 to improve local engagement efforts.**

Grantees will also have access to optional pro bono strategic communications support from illuminate &/or a mentor through the **Strengthening Communication Network (SCN)**. The SCN is a volunteer-led network of mentors with expertise in public relations and communications specific to the issues faced by organizations working to ensure that all children and families in Colorado are valued, healthy and thriving. illuminate and other mentors within the Strengthening Communications Network will help you tackle challenges on a variety of topics including framing messaging, developing a communications plan, planning and sharing content, social media, email marketing, media coverage, and other communications needs.



**COMMUNICATING
TO STRENGTHEN FAMILIES**
COSharedMessageBank.org

Grant Applications must be submitted by 5:00 p.m. on September 17, 2021.

All work outlined in the mini grant application must be completed before December 31, 2021.

A grant report must be submitted by January 7, 2022.

Examples of organizations considered for funding:

- Community-based nonprofits
- Community-based coalitions
- Early childhood councils
- Family resource centers
- Local institutions who are viewed by community as trusted partners
- Public libraries
- Family, friend and neighbor (FFN) care providers
- Licenced Child Care Providers

Examples of activities considered for funding:

- Critically review existing communication efforts to reframe messaging based on Frameworks Institute message guidelines in [Talking toxic Stress](#) &/or [Reframing Childhood Adversity: Promoting Upstream Approaches](#)
- Design a new organizational brochure or flyer series
- Subscribe to paid Mailchimp services
- Translate &/or transcreate materials
- Set up pro Canva account

WHAT ARE THE NEXT STEPS FOR MINI GRANT RECIPIENTS?

- Please fill out the application and share your top one or two communications goals and challenges. If you are chosen, we will share this information with our volunteers and align your organization with a communications mentor that will set you up for future success.
- Next, Grant recipients will be notified on October 1, 2021. Illuminate and/or a SCN mentor will reach out to you to plan a virtual meeting that will take place before October 31, 2021 at a mutually agreed upon date and time if pro bono strategic communications support is requested.
- After the work is complete, a grant report including examples of your work and final budget will be required. Grantees will be asked to complete an interview with Illuminate no later than January 2022. Your work will be featured in a 2022 Our Voice Newsletter article to inspire others to implement the Communications Guidelines for Engaging Parents & Caregivers.

- Finally, after your final grant report has been received and you've completed your interview, you will receive mini grant funding directly from the ECLC.

GRANT EVALUATION CRITERIA

The ECLC mini grant fund dedicated to implementing requests through this application is limited to \$6,000 in 2021 (4 grantees at \$1,500 maximum). Therefore, a small group of the ECLC Communications Subcommittee members have volunteered to review and score the applications submitted by the grant deadline based on the criteria below to select award recipients of this limited amount of funding.

100 Pts

25 pt - Clearly Demonstrates a connection to the implementation of one or more of the Communications Guidelines for Engaging Parents & Caregivers

25 pt - Clearly Demonstrates intentionality in supporting equity, diversity and inclusion of families who must overcome structural and institutionalized challenges or barriers for their children to thrive.

25 pt - Clearly describes impact the mini grant will have on the grantee's ability to engage parents and caregivers and intentionality in improved engagement with parents and caregivers

15 pt - Anticipated examples of work as described in the application will inspire others to implement the Communications Guidelines for Engaging Parents & Caregivers.

10 pt - Detailed and accurate budget reflecting how the funds will be used

In addition to contact information, the following questions are included in the application for ECLC Mini Grant Support. Apply online by visiting cosharedmessagebank.org/eclc-communications-mini-grant

Provide an overview of your responsibility related to communications or public relations for the organization (% of your time, how long have you been there, what else are you responsible for?).

Are you a member of the Strengthening Communications Network?

YES

NO

NO, but I would be interested in learning more about the network.

Would you like to receive up to two hours of pro bono strategic communications support from Illuminate Colorado &/or a Strengthening Communications Network mentor if your application is selected?

YES

MAYBE

NO

Additional technical assistance (beyond the pro bono amount) may also be available. Include budget estimates as part of your mini grant request. Illuminate can provide communications support at \$150 per hour or may be able to recommend other SCN mentors and communications experts who may be available to assist you with implementation of your project. No preference will be given to grant requests that include Illuminate or a SCN mentor.

Please contact Katie Facchinello at kfacchinello@illuminatecolorado.org with questions related to additional technical assistance.

Number of Employees (if applicable)

If seeking support on behalf of an organization, when was your organization established and what is your mission?

If seeking support as an individual, provide a brief summary of your experience working with children and families?

(150 characters)

What counties and/or Native American Tribes Reservations within Colorado do you serve? (list all that apply)

What communications or public relations challenge is your mini grant request most closely related to? (select up to three of the following communications strategies your organization is most interested in pursuing through this grant.)

Framed messaging based on Frameworks Institute message guidelines in [Talking toxic Stress](#) &/or [Reframing Childhood Adversity: Promoting Upstream Approaches](#)

Media relations (outreach to media, media training, etc.)

Engagement (Trying to get parents and caregivers to ...)

Language Justice Initiative (promotes best practices for creating inclusive multilingual spaces where all languages are valued equally and speakers of different languages benefit from listening to and sharing with one other.)

Internal communications (strategy/messaging for communicating with staff, volunteers, donors)

Content development (blog posts, brochures, newsletters, speech writing, etc.)

Branding/organization messaging (identify, develop and distribute messaging to communicate your organization's position and mission)

Building a robust online presence (website, e-newsletters, etc.)

Increasing engagement on social media (planning, content, best practices, page/profile management)

Communications strategy and planning (goals, objectives, strategies, tactics, audience identification, competitive analysis)

Audience and communication channels (strategic analysis and recommendations based on organizational goals, generational differences, changing dynamics, etc.)

Measurement and evaluation of communications efforts (reporting templates, analysis and review)

Explain how your mini grant will support you in implementing one or more of the ECLC Tips and Guidelines to Engage with Parents and Caregivers outlined [here](#). (1500 Characters)

List and explain one - two communications goals you hope to address with support of this mini grant. (1500 Characters)

Explain how your mini grant request will impact your ability to engage parents and caregivers and how you hope parents and caregivers will respond to your efforts. (1500 Characters)

Describe examples of your work you anticipate providing when your mini grant is complete to inspire others to implement the Communications Guidelines for Engaging Parents & Caregivers? (1500 Characters)

Upload Budget Submission

Submit a budget totalling your mini grant request, describing how the funds will be used, i.e. a portion of a salary, cost for a subscription, translation, printing, ect.

Budget Format Example

Name of Project	
<i>Item Description</i>	\$0.00
Total Mini Grant	\$

For questions related to this mini grant opportunity contact:

Katie Facchinello

(she/her/hers)

Director of Communications

Illuminate Colorado

(303) 246-2062 direct

kfacchinello@illuminatecolorado.org

www.illuminatecolorado.org



illuminate
Building Brighter Childhoods