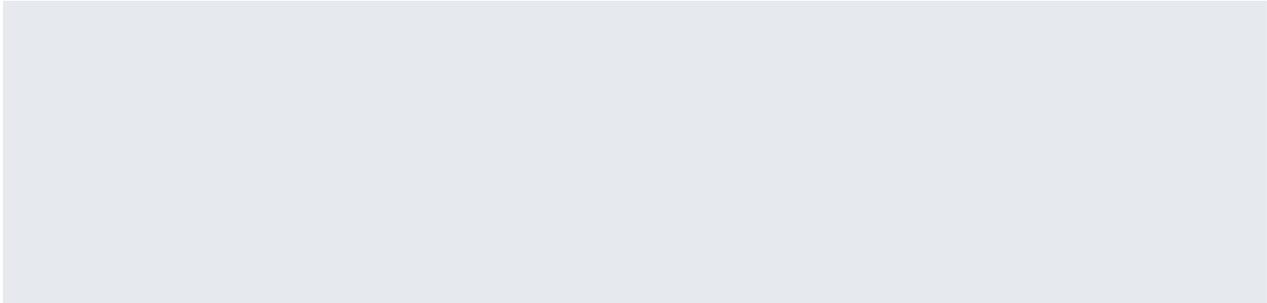


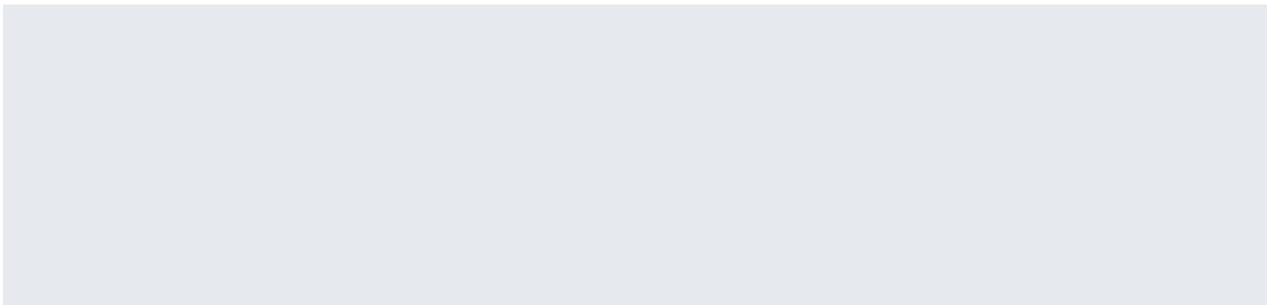
# COMMUNITY READINESS WORKSHEETS

## 1 ► WHAT IS THE NEED?

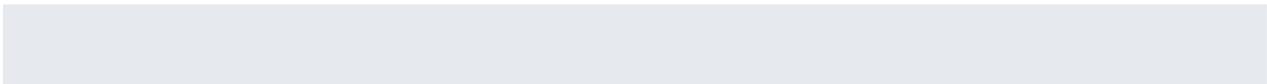
What challenge are you seeking to address?



How does the challenge impact the community?



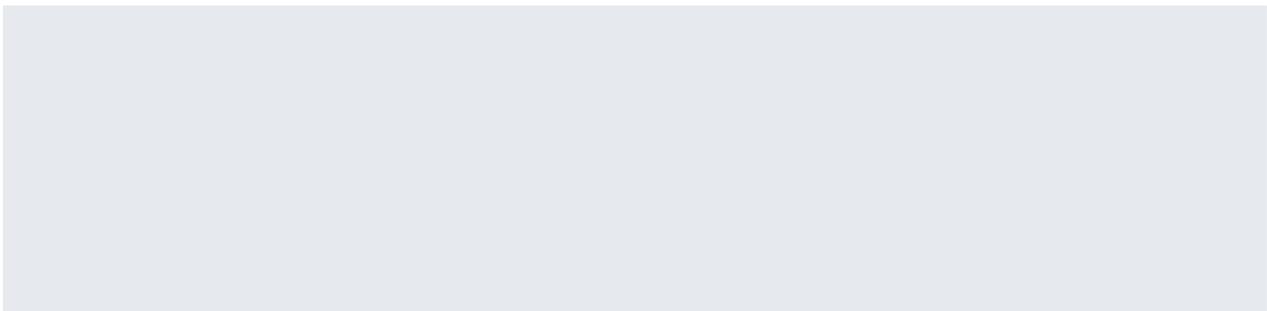
How many children and families are impacted?



*See NCECF's Finding Data to Drive Conversations and Goals<sup>21</sup> to start finding the data you need.*

## 2 ► WHAT IS THE SOLUTION?

What is the solution you are proposing to address the challenge?



How will it improve services and outcomes for children?

How will it benefit the community if enacted?

What will it cost?

### **3 ► CAN YOU MAKE THE CASE?**

Is it an evidence-based or evidence-informed model where you can point to successes?

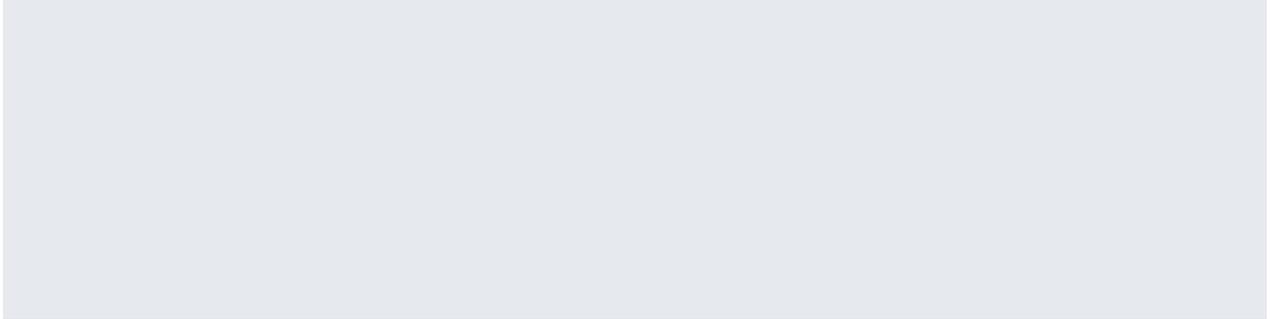
How many children would benefit?

Is there a successful similar initiative that could be a model for your idea? *See case studies.*

How would your proposal build on current local or state efforts?

## 4 ► DOES THE MATH WORK?

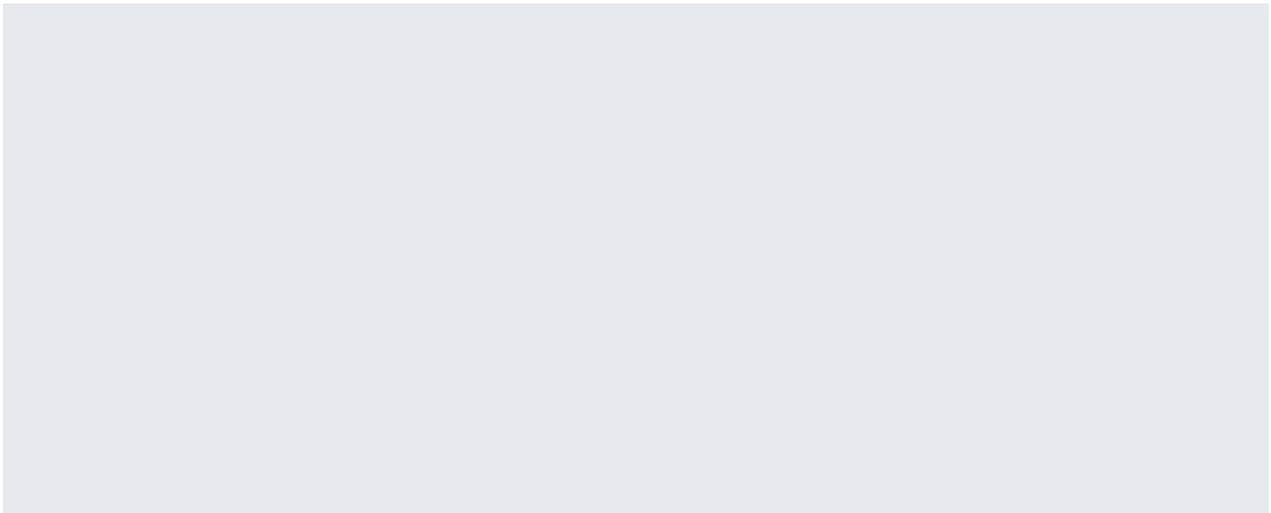
What is the funding mechanism that will best support your solution?



Who has jurisdiction over that funding mechanism?



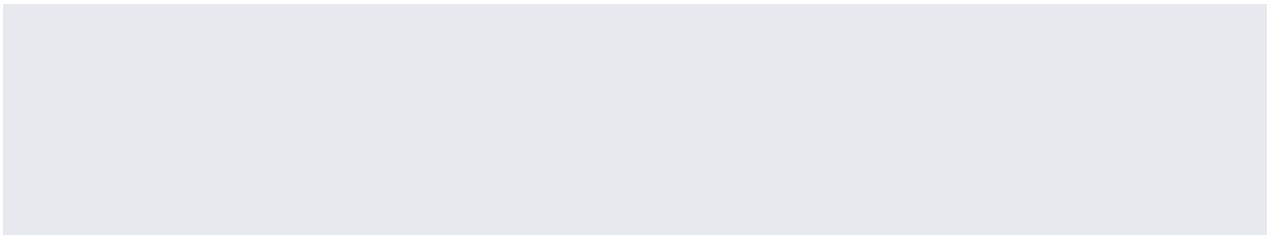
Will you need to fund a new initiative, expand a current initiative, re-allocate existing resources or could your proposal be funded from existing resources? If so, how?



Is it a one-time cost, is it needed in perpetuity or can it sunset after a certain number of years?



Which corporations would donate or provide matching funds?

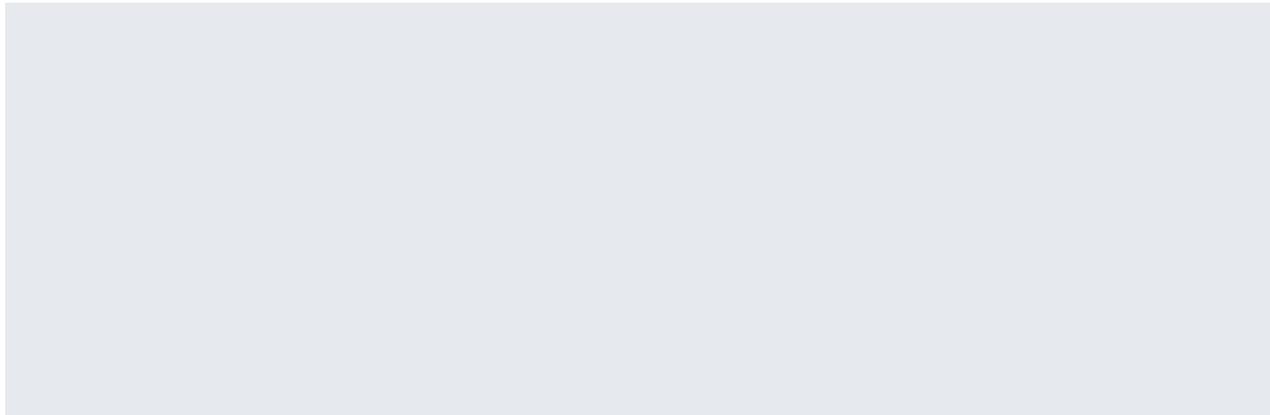


## 5 ► WHAT'S THE POLITICAL LANDSCAPE?

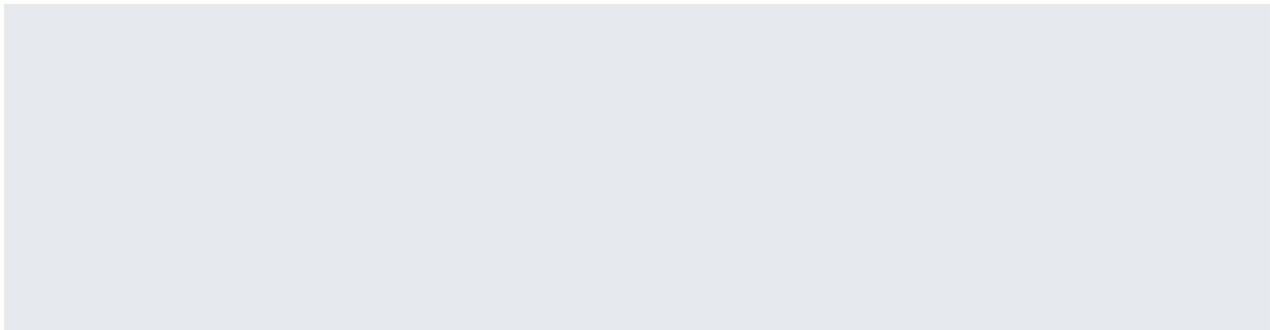
Is there a state or local law that might be a barrier?



What's the electoral mood of your community (e.g., demographics, state of the economy, priorities of local elected bodies, outcomes of recent financing initiatives)?



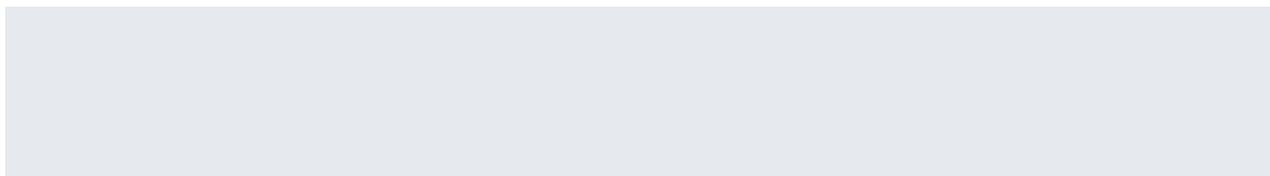
Who might be allies? Who might be opponents? What might they say?



Who would be helpful in potentially neutralizing or bringing those individuals or groups on board?



What research do you need to determine community knowledge and level of support for the idea?





## 6 ► WHO ARE POTENTIAL PARTNERS?

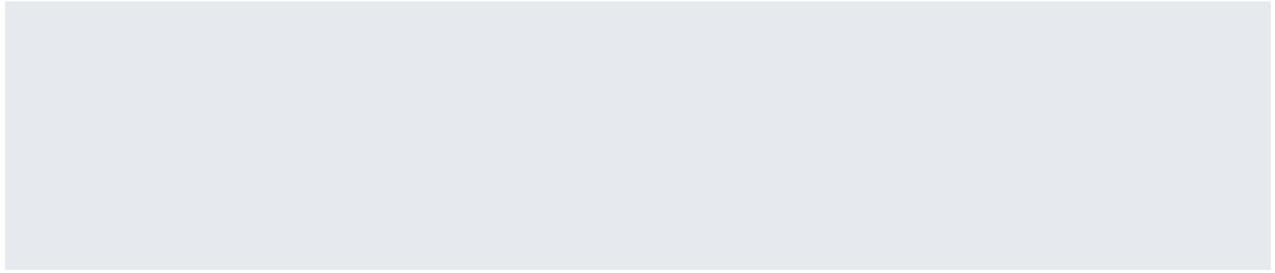
Who within the early childhood community are potential partners?

Who outside the early childhood community (e.g., business leaders, faith leaders, military families, law enforcement, etc.) are potential partners?

Could any of them be engaged as leaders and/or spokespeople?

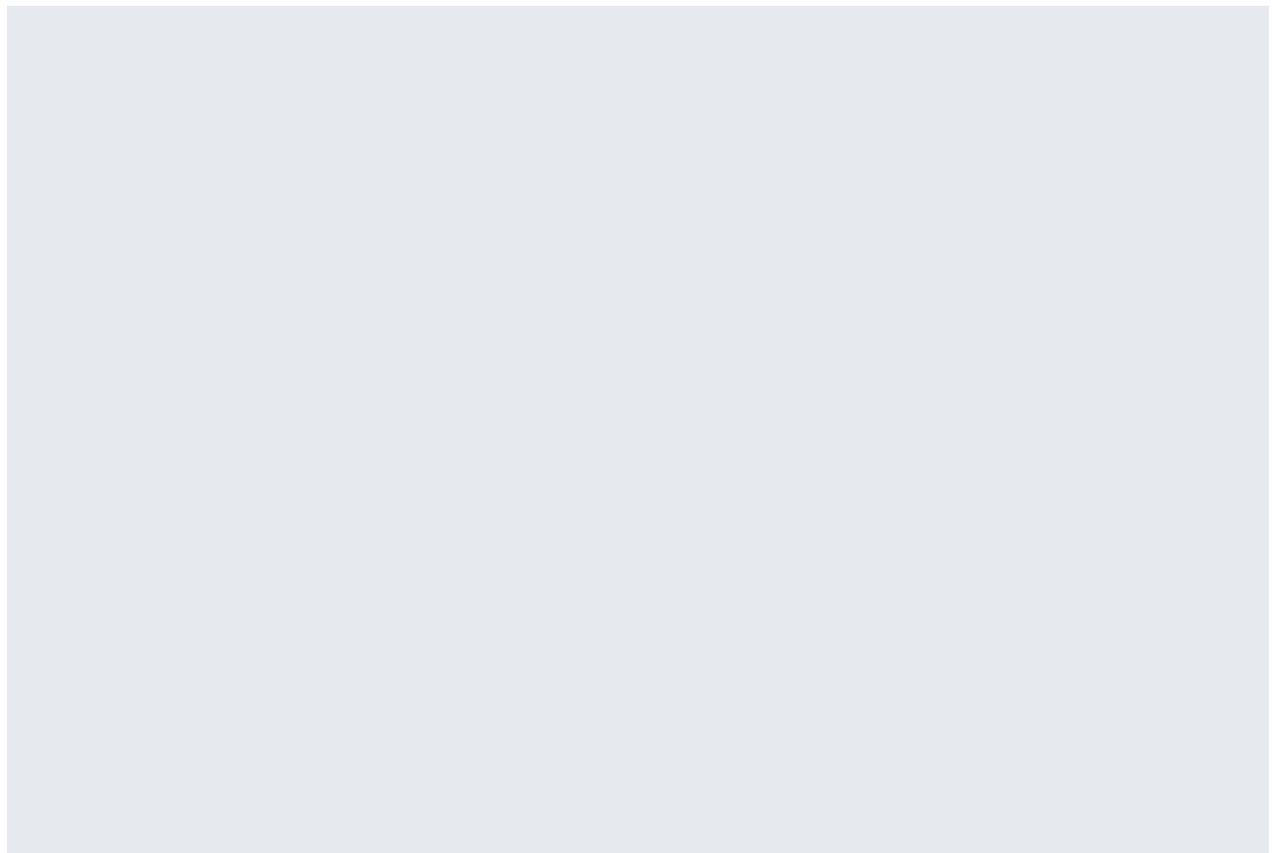
What diverse group could be put together as a potential steering committee? Who do you need to recruit?

Are there private funders such as a community foundation that would be interested in supporting a planning process?

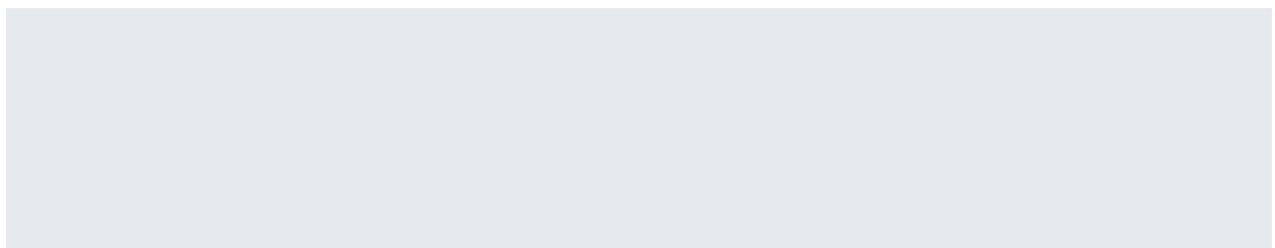


## 7 ► HOW DO YOU COMMUNICATE WITH YOUR COMMUNITY?

What are your current messages about early learning?



Do the messages articulate results for children? Do they articulate benefits to the community? See [www.first2000days.org](http://www.first2000days.org)





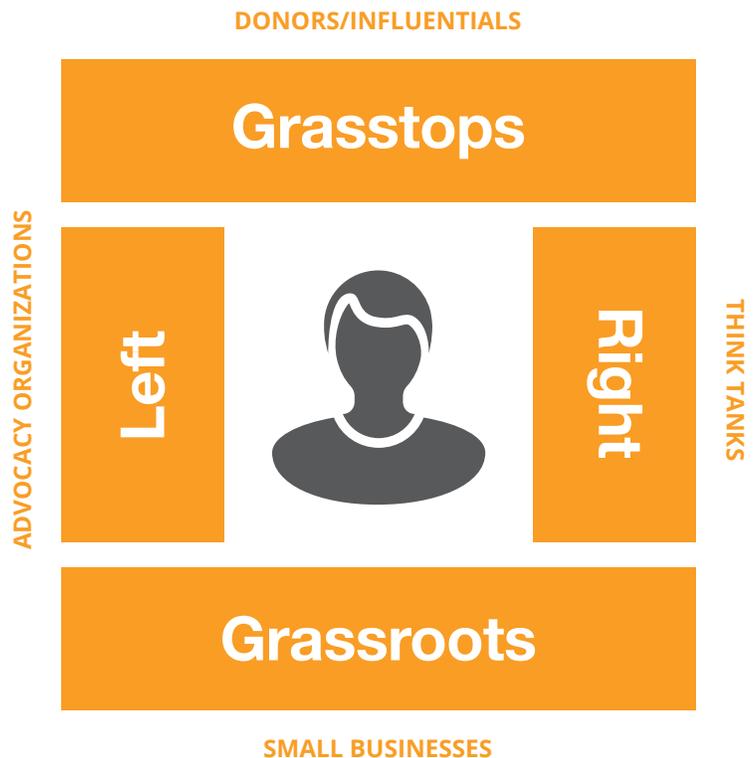
## READINESS ANALYSIS

Once you answer the questions, review and analyze the results with your stakeholders. Determine your community's level of readiness. Are you ready to create a campaign plan or do you have more work to do to prepare? If you need to do more work, what is the plan and how long will it take?

If you are ready to create a campaign plan, start with some tools from the Neimand Collaborative ([neimandcollaborative.com](http://neimandcollaborative.com)) to identify targets to reach your goal as well as those that can influence the targets.

## THE ADVOCACY BOX

The Advocacy Box uses a wide variety of strategies to create a box around those who you need to target to reach your goal. The box includes constituents at the grasstops, grassroots and the political right and left. The goal is for all of these constituents to advocate for early childhood investments so that the target cannot ignore them. Examples of each category are listed on the outside of each side of the box. Adapted from the Advocacy Box, Neimand Collaborative



## TWO STEPS TO CREATING AN ADVOCACY BOX

**Step One** ▶ Identify the targets that are most likely to be instrumental in achieving your goal and have the power to do so.

### CREATE YOUR TARGET LIST

NAME	TITLE/ROLE

**Step Two** ▶ Identify individuals and organizations who can influence your targets. Use the Neimand Collaborative’s Targeting and Asset Mapping worksheet. For each target named in Step One, fill out a separate worksheet.

**TARGETING AND ASSET MAPPING** *(one target per sheet)*

**WHO DO YOU NEED TO INFLUENCE?**

**WHAT DO THEY CARE ABOUT?**

**WHAT MESSAGE WILL PERSUADE THEM?**

**THE ADVOCACY BOX:** Fill in the gray boxes with who influences them on the grassroots, grassroots, on the left and on the right? Be specific—name an individual or an organization.

	<div style="background-color: #f4a460; padding: 5px; font-weight: bold; font-size: 1.2em;">Grasstops</div>	
<div style="background-color: #f4a460; padding: 10px; font-weight: bold; transform: rotate(-90deg);">Left</div>	<div style="text-align: center;"> <hr style="width: 100%; border: 0; border-top: 1px solid black; margin: 5px 0;"/><b>NAME</b></div>	<div style="background-color: #f4a460; padding: 10px; font-weight: bold; transform: rotate(90deg);">Right</div>
	<div style="background-color: #f4a460; padding: 5px; font-weight: bold; font-size: 1.2em;">Grassroots</div>	