

A red lifebuoy with white straps and rope, partially buried in sand. The lifebuoy is the central focus of the image, with its rope coiled around it. The sand is a light tan color and appears soft and granular. The text "IN-HOUSE OR OUTSIDE?" is overlaid in large, white, sans-serif capital letters with a subtle drop shadow, positioned in the upper half of the frame.

IN-HOUSE OR OUTSIDE?

**Where to go
with your
marketing
strategy**

ME...

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YOU...



IN THIS SESSION...

- Attendees will gain an understanding of successful instances where keeping a marketing job "in-house" at your organization is the right move.
- We will also explore instances where hiring an ad agency, freelancer, or consultant is the right move.
- How to establish relationships with the appropriate external contacts to maximize work you have them do.

QUESTIONS?



**“I JUST WANTED A
TECHNO-SAVIOR TO
LAND ALONGSIDE MY
DESK, MAKE THE
CHANGES, AND HIT
SAVE!”**

*Lisa Dowis,
Blakely +
Company*

SO...



Party of ones?



<https://www.youtube.com/watch?v=6aRUSjGjE9o>

■ Printing

- Publications
- Brochures, flyers, etc.
- Sell sheets

■ Graphic Design

■ Photography

■ Videography

■ Website

■ Media & Advertising Buying

■ Email newsletters

WORKING
IN-HOUSE
OR
OUTSIDE?



“B, W.A.D.I.T.W”

*Nonprofit
Employees
Everywhere*

CASE STUDY

IMAGINATION LIBRARY



United Way of Erie County

CASE STUDY

DRAFT 7

LOVE TO READ ENDOWMENT Instilling a lifelong love of reading in every Erie County child A CASE FOR SUPPORT

NOTE: INCLUDE PICTURES AND GRAPHICS THROUGHOUT – maybe some of the new Reading Buddies images

"I love getting imagination books in the mail. 'The Boy in Number Four' is my favorite because I LOVE hockey and want to play hockey when I grow up. Just like the boy in the story." – Jonas, Imagination Library book recipient

"We have had to buy books at yard sales and at the Salvation Army. Thank you so much for giving us new books!" Parent of child in the Imagination Library Program

"My 8 year old loves to see her sister's book come in the mail so she can read it to her." Parent of child in the Imagination Library Program

"I have trouble reading but am still learning with my child." Parent of child in the Imagination Library Program

EXECUTIVE SUMMARY

"Data shows that the greatest challenges facing our country – from school dropout rates, to crime to rising healthcare costs, to the necessity of competing in the global marketplace – can only be met by focusing on the development of all of our children, beginning at birth" ("Why Investments in Early Childhood Work," evidenceprevention.org). Founded in 1982, the Office of Prevention Fund creates and supports research-based early learning programs for at-risk children and their families from before birth to age five in the Chicago area.)

What is the link to success in school and afterwards? What is the link to economic development?² What is the link to self-sufficiency? What is the "missing link?" Quite simply, reading to infants and young children beginning at birth.

When a child is read from the time she is born, the likelihood that she will succeed in life increases dramatically. The importance of early childhood literacy is well documented by a large body of research connecting it to a myriad of positive outcomes, including:

- ☐ kindergarten readiness
- ☐ proficiency in grade-level reading
- ☐ prevention of teen pregnancy
- ☐ graduation from high school
- ☐ higher life-long earnings

When a child starts on the right track he is being prepared to stay on the right track. Studies show that intervention with older children who are having problems in school, while important, is time intensive, costly and challenging

1

Engaging babies and young children in reading gets them excited about books and ideas from their earliest days. Their faces light up, they look at the pictures and listen to the words with animation. That is, if they are exposed to books and reading by a caring adult.

The American Academy of Pediatrics strongly recommends reading to children every day, starting after they are first born, because "when a parent and child read together, not only is language and cognitive development supported but also emotional development, all of which are crucial supports for a child's readiness for school entry."

An important first step to creating an environment of literacy is having children's books in the home. Unfortunately, low income families often have few or no children's books as they struggle to meet their daily needs...over and over again (Needleman et al. 184). For these families, purchasing a used book, let alone a new book, falls below food, clothing and other daily necessities.

There is a program with a long track record of success in engaging infants and young children with books and their families in reading: the Imagination Library. It was created in 1996 by performing artist and philanthropist Dolly Parton to provide free books monthly to children under the age of five in her hometown community in Tennessee. It has since expanded to four countries currently serving 700,000 children each year.

In May of 2013, United Way of Erie County (United Way in future references) launched the Imagination Library Program for all of Erie County. Since the launch, almost 11,000 pre-school children in the community have registered for this program. Currently, 8,538 are receiving a free, high quality, age and developmentally appropriate book mailed monthly to their homes and 2,266 have "graduated," aging out of the program. As of April 2015, more than 150,000 books will have been distributed throughout Erie County through the Imagination Library.

The books are carefully reviewed and selected each year by a panel of subject matter experts in early childhood literacy. The Dollywood Foundation stipulates that all children are eligible to register for this free book program regardless of household income. However, how it's deployed is determined by United Way which focuses on low income areas in the Erie community.

A companion initiative, the Reading Buddies Program, was created by United Way to leverage having the books in the homes to further promote reading between children and their parents/caregivers. The Reading Buddies Program encourages positive conversation and interaction based on the books. (See Side Bar) Neuroscience research proves that the most active and critical period for sensory, language and cognitive development is in the first several years of a child's life. The input children receive has a direct impact on how their brains will be wired, with life-long consequences.

NOTE: Following in yellow done in side bar maybe include Reading Buddies logo and some photos
The development of Reading Buddies program was led by United Way's Volunteer Engagement Cabinet, a committee of volunteers chaired by Dr. Julie Wollman, President of Edinboro University. Dr. Wollman received her Ph.D. from New York University in Elementary Education with a specialization in language and literacy learning. Dr. Wollman created an ad hoc committee comprising early childhood literacy experts to direct the development of the Reading Buddies Program. This committee selected The Literacy Institute, LLC to create the curriculum and materials for the Reading Buddies training. Laura Schaal, founder of The Literacy Institute, has more than 22 years of experience in education as a reading specialist and trainer, classroom teacher and supervisor of teachers. Her consultant team has extensive experience in early childhood literacy.

2

The Reading Buddies volunteers complete a custom designed early childhood literacy training developed specifically for United Way's Imagination Library. Once they have gone through the training, these Reading Buddies work directly with the parents/caregivers of children under the age of five at locations such as community centers, library branches, early childhood care centers, etc., to share with them the important role they play in reading with their children. Best practices, such as story walks, asking questions about the book, using the language of learning, and other helpful resources are shared with these adults.

Since the Reading Buddies program was launched in late 2013, more than 30 training events have been held. Partners hosting these events are located in the city of Erie as well as throughout the county. Examples of partners include YMCA sites, Merry Center for Women, numerous elementary schools, Early Connections sites, public library branches, family centers, St. Benedict's, Salvation Army, GECAC, SafeNet and LEAF, among others. WQLN and The Erie Playhouse have also joined as partners, incorporating Reading Buddies as part of their community outreach to parents of young children.

In addition, United Way has worked and continues to partner with organizations that service the growing immigrant population, including the Multicultural Resource Center and the International Institute of Erie, which has staff trained as Reading Buddies. Translated versions of the training are being pursued with the expectation of having these completed by early 2016.

A new version of the Reading Buddies training for parents/caregivers is well underway. It's called "Reading Buddies Unplugged." This "unplugged" version is completely independent of any AV requirements, such as PowerPoint and/or video, found in the other Reading Buddies training materials. This will allow Reading Buddies events to take place outside during the summer months and offers much more flexibility for host site locations. The modeled behavior included in the PowerPoint and video have been translated into drawings that are being produced as table-top flip-charts. Sets of these will be available for partners throughout Erie County.

United Way believes that education is one of the most important keys to individuals and families becoming self-reliant and self-sufficient. The foundation for learning is literacy and providing a proven early childhood literacy resource to parents/caregivers is critical. The Imagination Library, with its Reading Buddies program, is such a resource.

Imagine the possibilities if our children develop an early love of reading and enter kindergarten ready and excited to learn.

HISTORY OF THE PROGRAM

Dolly Parton founded the Imagination Library Program in 1996 to get children excited to read by providing free, high quality books to preschool children in the community where she grew up in East Tennessee. Although Ms. Parton explains that she grew up in a family that was "dirt poor," her mother instilled an early love of reading in her by reading to the family daily from the one book they had in the home. Ms. Parton directly relates her early love of reading to her success later in life. Her father, unfortunately, never learned to read, and this is something that bothers Ms. Parton to this day.

With this background in mind, Ms. Parton's vision was to instill an early love of reading in all children in her home towns by providing them with a gift of a free book that would be delivered to their home every month from the time they are born until they reach their fifth birthday. From 1996 until 2000, the Dollywood Foundation administered this program in East Tennessee. It was so successful that in 2000 the Dollywood Foundation opened it up to any community that would provide local financial support.

3

Since 2000, the Imagination Library has expanded across the U.S. with more than 1,600 local communities involved. In addition, the program is now offered in Canada, Great Britain and most recently Australia. The program currently provides books to 700,000 children in these four countries.

There have been numerous studies and evaluations on the impact the Imagination Library Program has had and the data is very positive, showing an increase in early childhood reading in the homes, overall increase in reading in the communities and improved success during early literacy testing.

United Way signed the Memorandum of Agreement with the Dollywood Foundation in early 2013, becoming the official "agent" for the program in Erie County, and took responsibility for raising funds to cover the associated costs of books and postage.

It is important to note that the Dollywood Foundation requires that all children in the designated geographic region, for Erie that is the entire county, are eligible to participate regardless of household income. That is a stipulation that is included in the signed agreement and there are no exceptions. However, it is left to the local agent to determine how the program is marketed and deployed in the respective community. For Erie, a strategic outreach to the low income areas in both the city and county remains a high priority.

In looking at overall registration, United Way achieved a 50% penetration rate across the county of eligible children (currently 16,749). Households in zip codes with the median income below \$50,000

matter experts, set five educational milestones and all of United Way's funded educational activities must address at least one of these with specific measurable outcomes. They are:

- ☐ Children are prepared socially, emotionally, physically, and intellectually for kindergarten
- ☐ Children are proficient in literacy by the third grade
- ☐ Students are engaged in school and hopeful about their futures
- ☐ Students of all ages articulate age-appropriate career paths
- ☐ Students graduate from high school on time with a career plan and the skills necessary to be successful in post-secondary education

Of these, the first three, in bold, are directly linked to early childhood literacy.

While the existing programs address these milestones, there are still gaps that have been identified by the Education Impact Council. One of the most critical gaps is a broad program throughout Erie County focused on early childhood literacy. This where the Imagination Library Program plays an essential role.

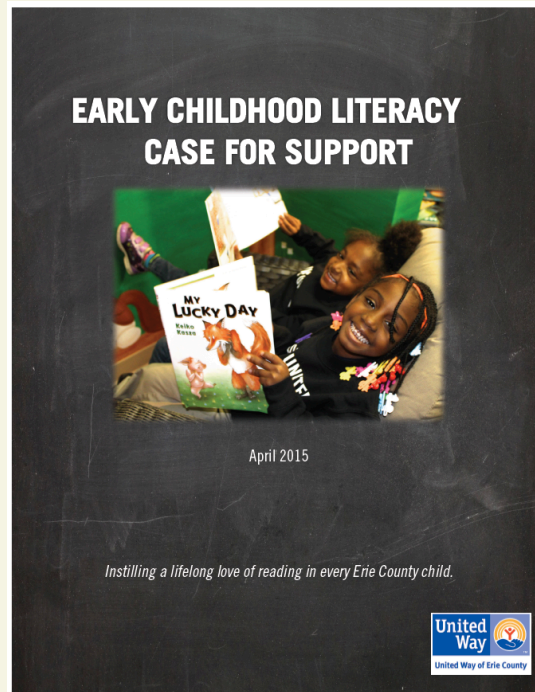
The Imagination Library program is the only county-wide early childhood literacy program in Erie County that provides monthly book distribution to pre-school children that is supplemented by literacy training for parents and other involved adults. The program has 80+ active partners throughout the county, including United Way's Success by 6 program and Early Connections. Through the Imagination Library and Reading Buddies, the promotion of reading with children from the time they are born is being publicized throughout the community on an unprecedented scale, engaging families in reading with their preschool children.

Children living in poverty or low income households are at greater risk of not being prepared for kindergarten and keeping at grade level for reading. The most recent data for the City of Erie reflects that 29% of people live in poverty. This number jumps to 45.5% living in poverty when looking at children under the age of 18.

Families who struggle economically are not focusing on kindergarten readiness or achievement in school. Their daily routine is focused on getting the basics taken care of for that day, including food, housing and clothing. These families are consumed with the short term necessities and are not looking at longer-term goals. The children in these households have significantly increased barriers to early childhood literacy and learning. Research shows that children who start behind in the learning process are at a significantly increased risk of staying behind.

In Erie County, United Way is tracking Imagination Library Program's registrations by zip code, along with each zip code's median income and total eligible population. Prior to launching the Imagination Library Program, United Way reached out to multiple potential partners and potential outreach partners in low-income areas throughout the county to align with them in promoting registration to their surrounding population. This continues to be a successful approach as more than 70 partners are promoting registration throughout the county in the areas of most need. These partners include public library branches, Salvation Army, YMCA locations, hospitals, Early Connections, to name a few (see attachment – need to create).

CASE STUDY



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2

EXECUTIVE SUMMARY

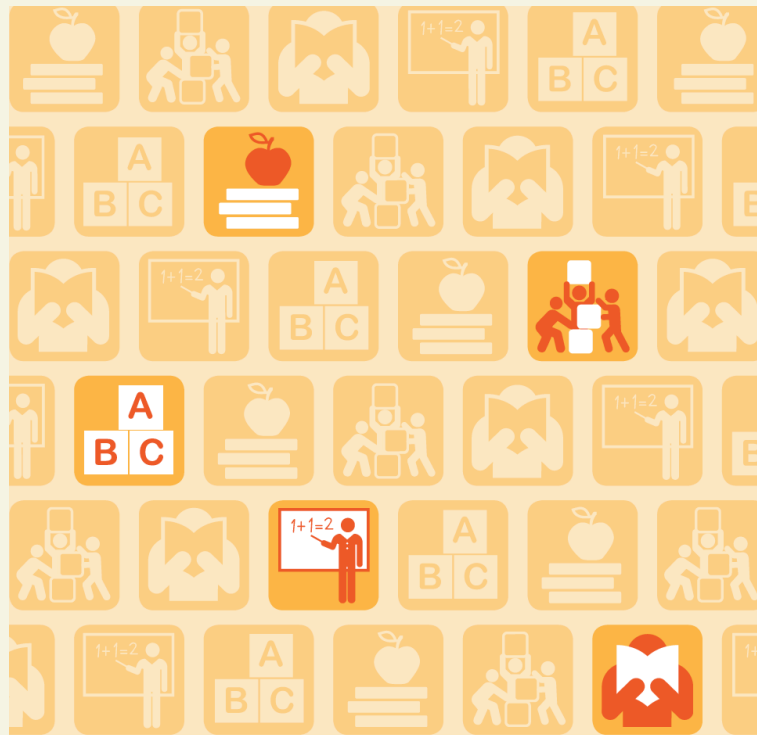
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- ✓ kindergarten readiness

CASE STUDY



EARLY CHILDHOOD LITERACY CASE FOR SUPPORT



JUNE 2016 / *Instilling a lifelong love of reading in every Erie County child*

EXECUTIVE SUMMARY

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4 / Early Childhood Literacy Case for Support

Engaging but excited about faces light words with and reading.

The American reading born, but only is but also supports.

An in is he ince the for br T

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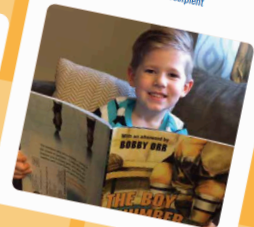
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— Parent of child in the Imagination Library program

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— Jonas Imagination Library book recipient



KNOW YOUR S.W.O.

STRENGTHS • WEAKNESSES • OPPORTUNITIES

- What are you good at and like?
- What are you bad at and dislike?
- What would you like to learn?
- *Analytics can also drive decisions.*

- **Printing**
 - Publications
 - Brochures, flyers, etc.
 - Sell sheets
- **Graphic Design**
- **Photography/Videography**
- **Social Media**
- **Website**
- **Media & Advertising Buying**
- **Email newsletters**
- **Other?**

**WORKING
IN-HOUSE
OR
OUTSIDE?**



KNOW YOUR OPTIONS

- Agency
- Freelancer
- Consultant/Specialist
- Research free/easy-to-use options (e.g. – 99Designs; CANVA)

FOR THOUGHT...

- **COST**
- **CONTROL**
- **TIME**

COST

- **CON:** You may have to budget for outside marketing expenses
- **PRO:** You may save money or raise more!



CONTROL

- **CON:** You may be asked to give up control of concept
- **PRO:** You would need to worry about being creative for once!



TIME

- **CON:** You may need to spend time meeting with potential “outsiders” to find the right fit
- **PRO:** Relationship, relationships!



RELATIONSHIPS

- **Credibility**
- **Known for**
- **Keep it local**
- **Printers (Design)**
- **Photographers (Video)**

SUMMARIES, PLEASE



QUESTIONS?



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