

Provider Guidance: Acknowledgement of support received from the Children's Board

Background: On October 14, 2010, staff from The Children's Trust of Miami-Dade County conducted a workshop at the Children's Board on the strategies and lessons learned from their highly successful referendum in August, 2008. Funded providers were instrumental in promoting awareness about The Children's Trust as a precursor to their successful election campaign. It was highly recommended that the Children's Board funded provider partners acknowledge the support they receive from the Children's Board and engage in other activities that continually promote and increase public awareness of the Children's Board among their staff, boards, volunteers and clients. In addition, it was recommended that such promotional activities and opportunities be closely monitored by the Children's Board and that compliance be considered a condition of continued funding support.

This workshop was videotaped. We suggest that all provider organizations take 1.5 hours to watch the videotaped workshop. Please contact Carolyn Eastman, director of communications, for a copy of the video.

Analysis: CBHC staff discussed and researched current and suggested promotional opportunities and solicited feedback from providers at a Provider Forum held on October 22, 2010. Currently, an organization receiving funding from the Children's Board is required "to identify CHILDREN'S BOARD support on its letterhead, agency newsletter, and other printed materials, and **utilize every reasonable opportunity to publicize the support** received from the CHILDREN'S BOARD." (Attachment 3, General Terms and Conditions, Paragraph 25.) This additional guidance was developed in response to requests and suggestions from funded organizations, sub-contractors and other stakeholders.

Recommendation: Based on recommendations received from many sources, CBHC staff has compiled the following examples of "every reasonable opportunity" that PROVIDERS could use to publicize the support received from the CHILDREN'S BOARD when conducting everyday business:

1. Publish CHILDREN'S BOARD logo on home page of PROVIDER website. See CBHC website for guidelines or click on http://www.childrensboard.org/logo_downloads.aspx
2. Establish a link to the CHILDREN'S BOARD website on home page of PROVIDER website.
3. Post a CBHC "ad" on provider websites along with CBHC logo. (Ad to be provided by CBHC.)
4. Display the CHILDREN'S BOARD logo in PROVIDER service locations and PROVIDER administrative offices. (New window clings/signage to be provided by CBHC.)
5. Place CHILDREN'S BOARD logo and a statement such as: "Proudly funded by the CHILDREN'S BOARD" in PROVIDER electronic email signature.
6. Acknowledge the CHILDREN'S BOARD in all materials displayed at community events (e.g. banners, displays, etc.) This is already required in contract language (Attachment 3).
7. Acknowledge the CHILDREN'S BOARD and request that any media outlet acknowledge the CHILDREN'S BOARD support in all contacts by PROVIDER with the media (e.g. radio, television, online publications, newspaper, etc.).

8. Acknowledge the CHILDREN'S BOARD on materials presented to the public (flyers, annual reports, presentations, t-shirts, giveaways, etc.) This is already required in contract language (Attachment 3).
9. Invite and acknowledge representatives of the CHILDREN'S BOARD to PROVIDER Board of Director functions and annual meetings, staff meetings and volunteer meetings.
10. Acknowledge CHILDREN'S BOARD in contacts with customers and recipients of services (receptionist and electronic telephone greetings, intake materials, etc.).
11. Incorporate information about CHILDREN'S BOARD in PROVIDER Staff Orientation and Human Resources/Payroll communications.
12. Place CHILDREN'S BOARD collateral and marketing materials in PROVIDER service locations and PROVIDER administrative offices. Materials to be provided by CBHC.
13. Become an official ambassador for the CHILDREN'S BOARD by becoming a member of the CHILDREN'S BOARD speaker's panel, comprised of community volunteers that are trained to speak about the CHILDREN'S BOARD at community events and other opportunities.

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