



The 9-Month Implementation Phase

When Does the Implementation Phase Start?

- After the Group Vision Statement planning templates and Activity and Budget List template are received and approved by First 5 Parent ACTION

Important Things during the Implementation Phase:

- Make sure members are **clear about their role** within the group.
- **Publicize your planning meeting dates and remind people to attend.** If possible, send out the agenda prior to the planning meeting. Sometimes it's helpful to have people do their own thinking prior to the meeting so the meeting can be more productive. At the end of each meeting, allocate 15-20 minutes for recap and make sure everyone is clear what his/her action item is.
- Sometimes parents leave due to unforeseen circumstances. **You might need to do some outreach to retain your group.** Instead of creating flyers, it's usually more effective to make one-on-one phone calls or talk to people and explain what your group is about to them.
- Get **in-kind donations** for your activities besides the Parent ACTION grant.
- **Maintain the momentum and track progress for your activities.** If things don't seem to be heading in the right direction, you should discuss this with your group and re-think your plan. Often members lose steam by the middle of the year, and one or two people are shouldering all the work. Your group will need to think of ways to address these issues in a way that best meets your needs.
- Remember to **evaluate your group's progress** after each activity. Do a Survey Monkey or convene a short group meeting/conference call to de-brief after each activity.

What Paperwork Is Expected During This Phase?

- **The Group Vision Statement planning template and the Activity & Budget List template** when changing a series of activities.
- **Activity and Budget Change Form** when changing one to two activities.
- **Mid Year Report** due on March 15, 2010
- **Year End Report** due on September 15, 2010

Check List for the Implementation Phase

PRIOR to the Activity or Event:

Timeline	Done?	Who is Responsible?
3-6 months in advance:		
Figure out how the activity will support your goal and the First 5 outcome area. Some research for the First 5 outcome area may be helpful.		
Book the venue for your activity		
If applicable, some facilities require proof of insurance of waiver of damage.		
Reserve the speaker /performer for your group		
Order tickets (if applicable)		
Research the location if it is a fieldtrip (museum, playground, etc.)		
For open to public events, make requests for in-kind donations to your local businesses		

1-2 months in advance:		
Advertise the event or activity through flyer, yahoo groups, emails, or one-on-one phone calls.		
For outdoor activities or events, think about alternative plan in case of rain		
Figure out transportation if applicable		

1 month in advance:		
Arrange childcare and translation		
Confirm roles and logistics such as who will interact with the performers; who will bring food; who will bring supplies; who will drive, etc.		
Determine what supplies are needed and order them.		
Order food and beverages or decide who will bring food/beverages		

First 5 Paperwork from Each Activity/Event:

	Done?	Who is Responsible?
Before the event: Send in instructor or performer bio at least 2 weeks before the event.		
On the day of the event, bring: <ul style="list-style-type: none"> • Sign-in sheets • Anecdotes form • Invoice form for guest speaker/performer and childcare providers. They need to be paid by check. • Camera to take photos 		
After the event, be sure to: <ul style="list-style-type: none"> • Collect receipts from those who made purchases and put them in an envelope with the event date and name. • Put the collected anecdotes form, sign-in sheets, and invoice form along with returned check copies together in the same envelope with the receipts. This will make it easier when reporting time comes. 		

Tips on Soliciting In-Kind Donations

The below insights are provided by your fellow Parent ACTION grantees from 08-09 grant year

- Have a two minute pitch ready (i.e., what, where, when & why)
- A picture is worth a thousand words - bring a photo or drawing of what potential donor is being asked to support
- Do homework - research potential donors (e.g., anecdotal, internet, etc.)
- Use your time wisely - prioritize potential donor list before soliciting
- Don't solicit when business is busy - typically, Mondays, lunch time or end-of-day are not recommended
- During solicitation process try to make a personal or community connection with potential donor
- Cite any recent or habitual patronizing of potential donor
- If all else fails and if appropriate for your purposes, ask if donor will do a BOGO (buy one, get one free) or sell you goods at cost
- Remember to follow-up with donors - cement soft commitments, finalize pickup details on firm commitments
- Don't forget to acknowledge donors: at event, encourage community members to patronize donors; post-event, send thank you notes

-----SAMPLE DONATION REQUEST LETTER-----

Date
ATTN: Donations
Vendor Name
Address

To whom this may concern:

Happy New Year!

We hope this letter finds you well. As a part of the San Francisco community we know that you must appreciate the beauty and diversity of our city. In recent years San Francisco has experienced a decline of families living in the city, as many are choosing to move to more affordable places. With the relocation of many families we often overlook the fact that the city is still home to thousands of families, especially those with young children. First 5 San Francisco, along with several non-profit agencies, will be hosting our **4th Annual "SEE ME" event on May 4th at Civic Center Plaza from 11am to 3pm** to acknowledge and celebrate the families in our city. **In the past three years, the event attracted over one thousand families each year. The number rose to close to two thousand families last year. You may check out pictures for this event on our website: http://www.first5sf.org/about_photos.htm.**

The focus of the event is to promote awareness of young children in our community and to allow families, from all sectors of our city, the opportunity to come together. Information on child-related issues and community resources will be provided, but we also hope to make this a fun event for families. We plan on having a variety of engaging activities for children and parents, including an obstacle course, story telling, arts and crafts, and music and dance entertainment.

We know that your store values the importance of healthy families, so we write to request a donation from you. We would like to request a donation of **waters, juice, and/or pastries for volunteers as well as the children participating in this event.** Anything you can offer to offset the expense of the event is much appreciated. **This donation is tax deductible and our Tax ID # is xxxxxxxx**

By working together we can build and strengthen relationships among all in our community, including businesses, non-profit agencies and community members. We hope that you are able to support our efforts to acknowledge and celebrate San Francisco's young children and families.

Thank you for your time and we look forward to hearing from you. Please contact me at 415-554-8966 or via email at ewang@first5sf.org

We wish you a spectacular year 2008!

Sincerely,

Elaine Wang
Civic Engagement Program Officer
First 5 San Francisco

Evaluation Tips

The below insights are provided by your fellow Parent ACTION grantees from 08-09 grant year.

Pros and Cons of different evaluation methods:

1. Paper based survey:

Pros— Immediate and can reach most/all attendees if time is provided to fill it out. It's also relatively easy to manage.

Cons— Less “reflective” feedback given. Many attendees give cursory feedback because they are in a rush or get out the door. Evaluators need to spend time organizing and collating the feedback by hand.

2. Survey Monkey

Pros— Responders are likely to give more reflective feedback because they do it on their own time. Feedback is organized and well-presented for evaluators.

Cons-- You won't reach all of your attendees.

3. Personal 1 to 1 Interview

Pros— Best feedback available because evaluator can read nuance and ask follow up questions. People are more likely to give detailed and honest feedback if the interviewer knows how to probe in a way that makes the interviewee feel comfortable.

Cons— Incredibly time intensive for the evaluators in both extracting the information and organizing it.

The most important thing is **to have consistent questions** across the board so that meaningful evaluations can be made.