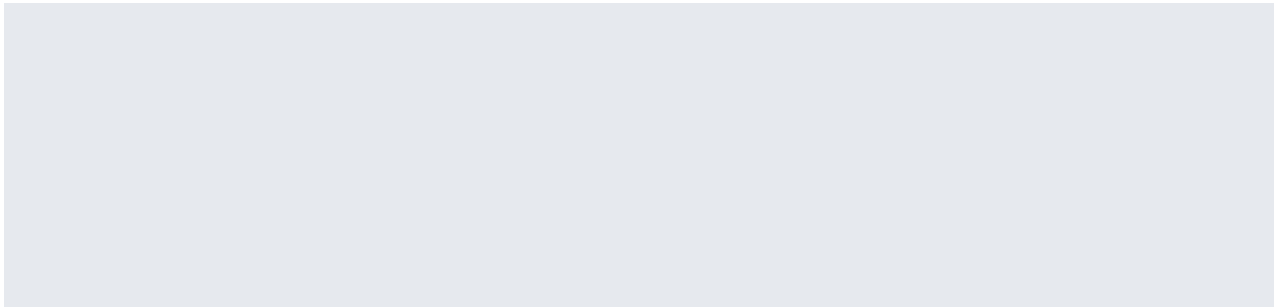


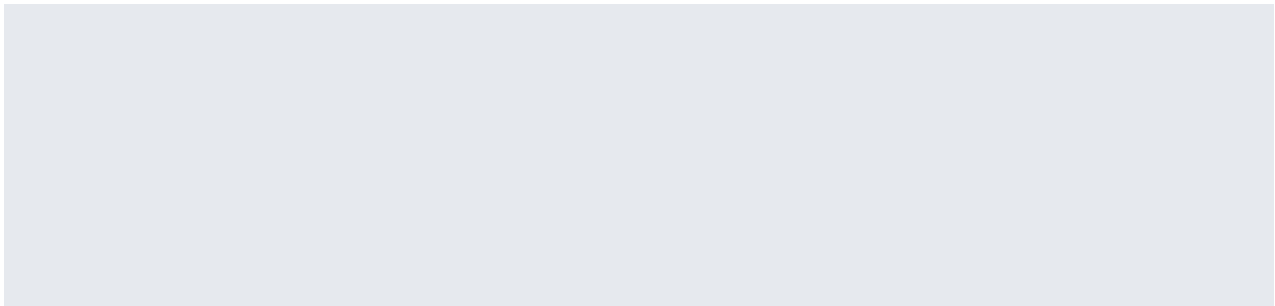
# COMMUNITY READINESS **WORKSHEET**

## **WHAT IS THE NEED?**

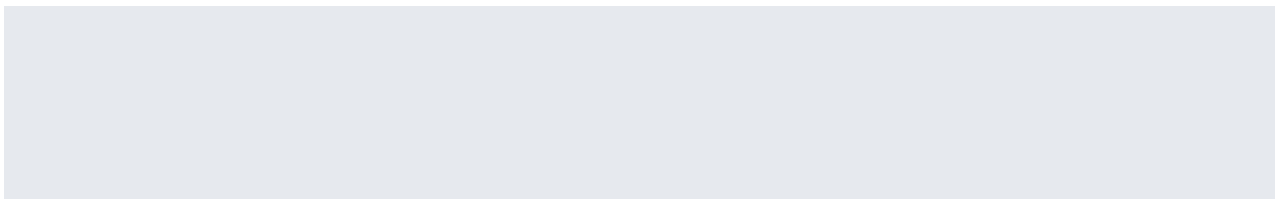
What challenge are you seeking to address?



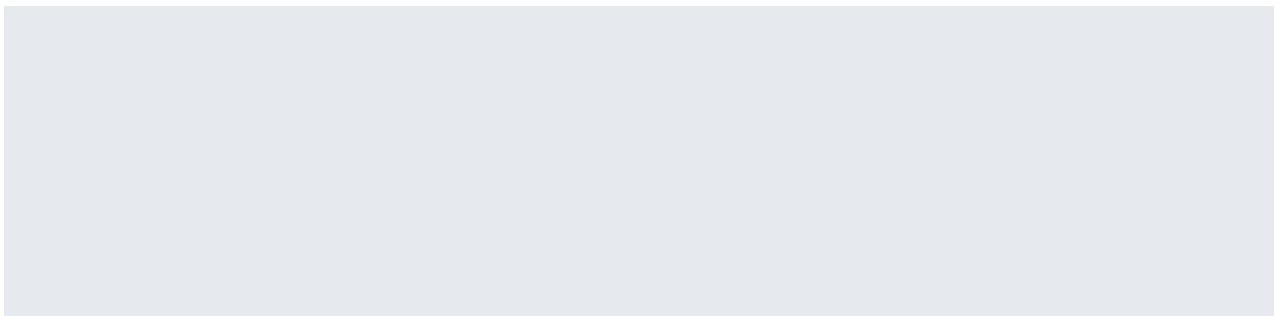
How does the challenge impact the community?



How many children and families are impacted?

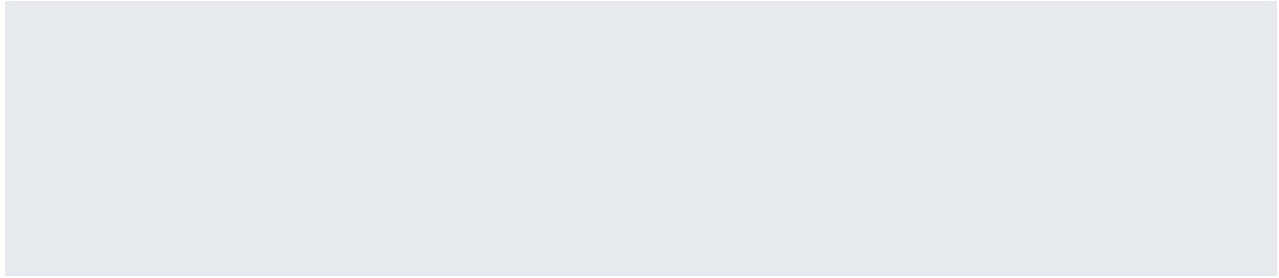


What research do you need to determine community knowledge and level of support?

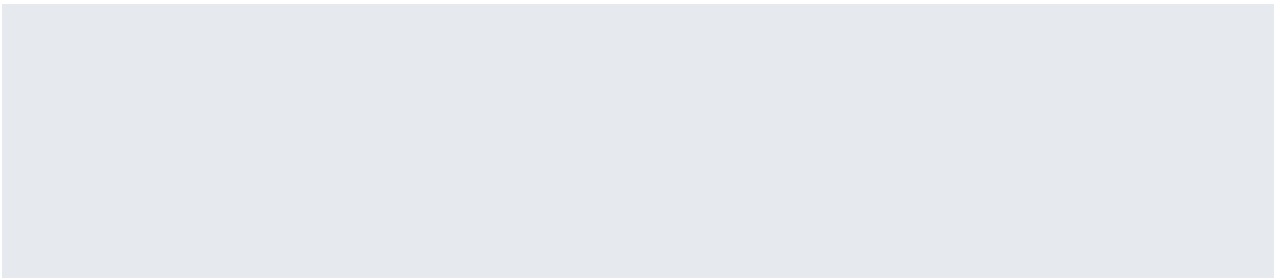


## WHAT IS THE SOLUTION?

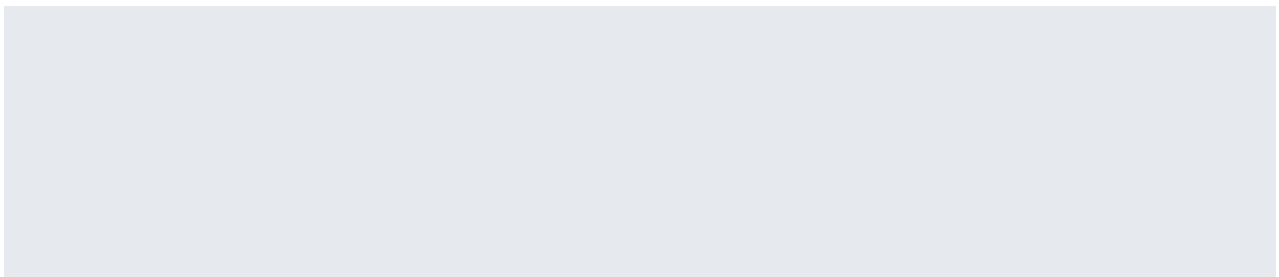
What is the solution you are proposing to address the challenge?



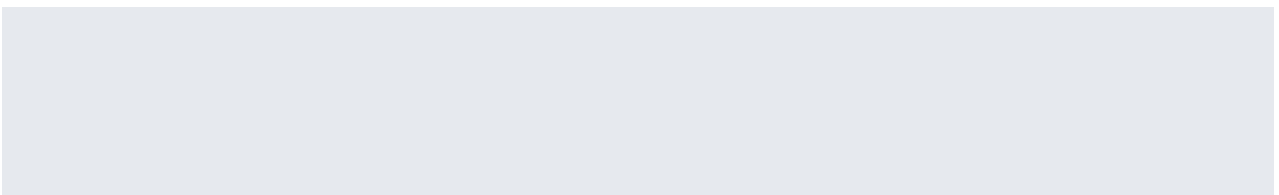
How will it benefit the community if enacted?



How will it improve services and outcomes for children and ensure that children and families in under resourced communities are prioritized?

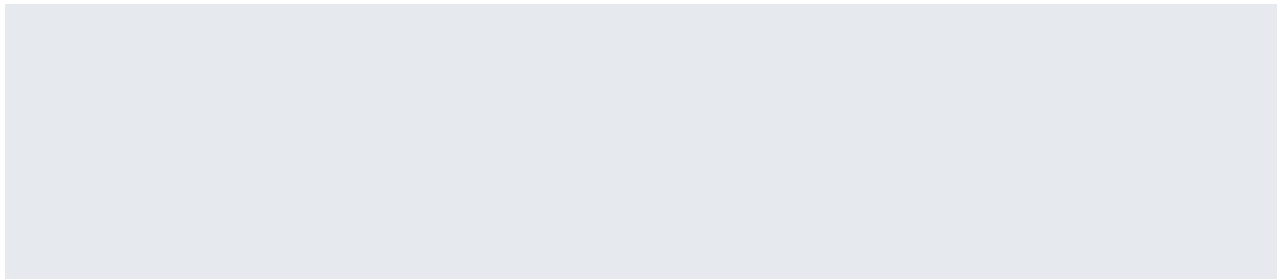


What will it cost?

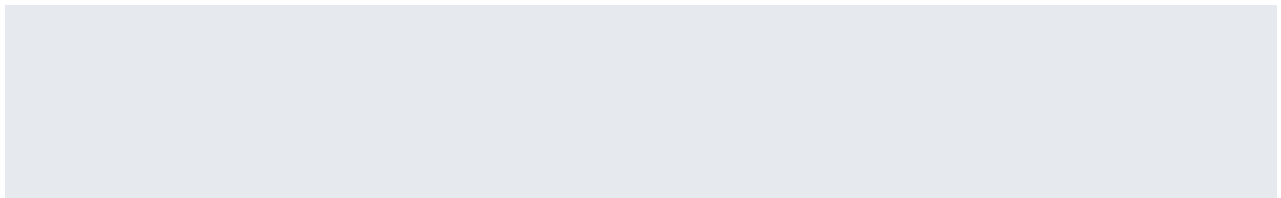


## CAN YOU MAKE THE CASE?

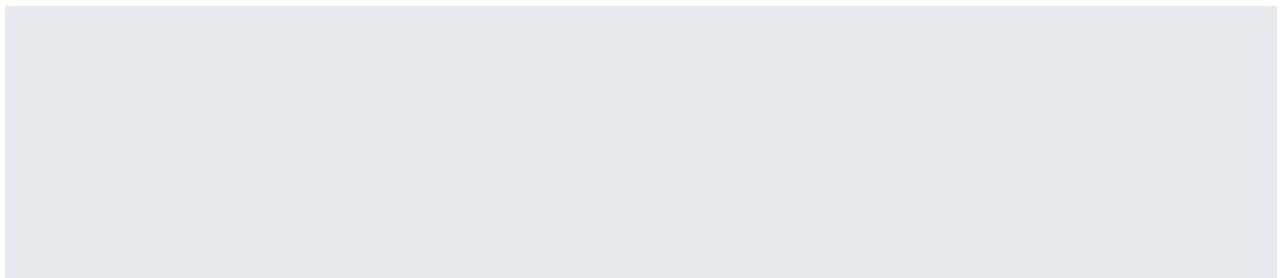
Is it an evidence-based or evidence-informed model where you can point to successes?



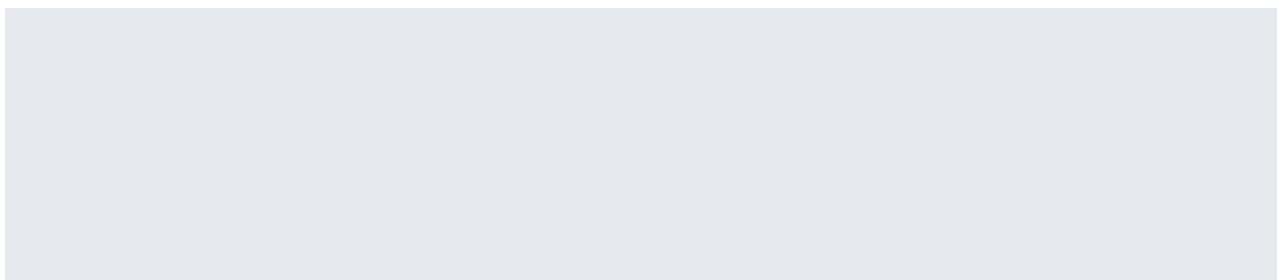
How many children would benefit?



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

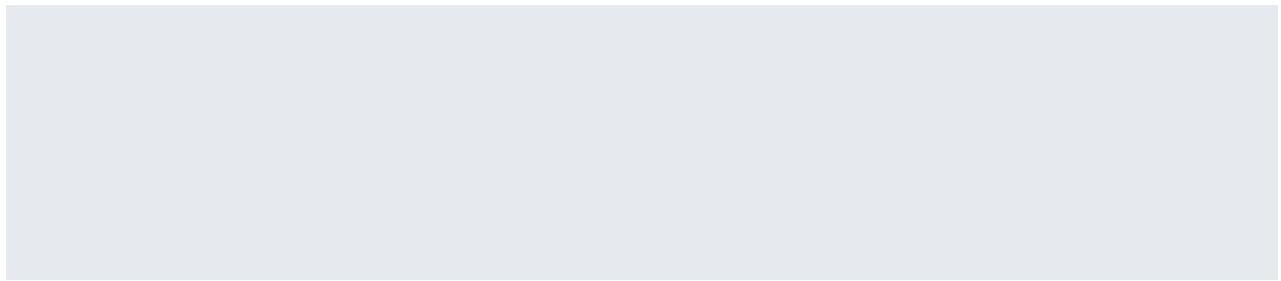


How would your proposal build on current local or state efforts?

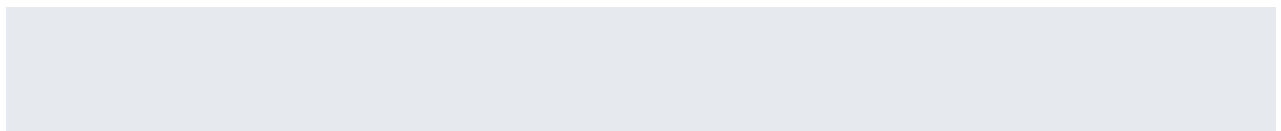


## DOES THE MATH WORK?

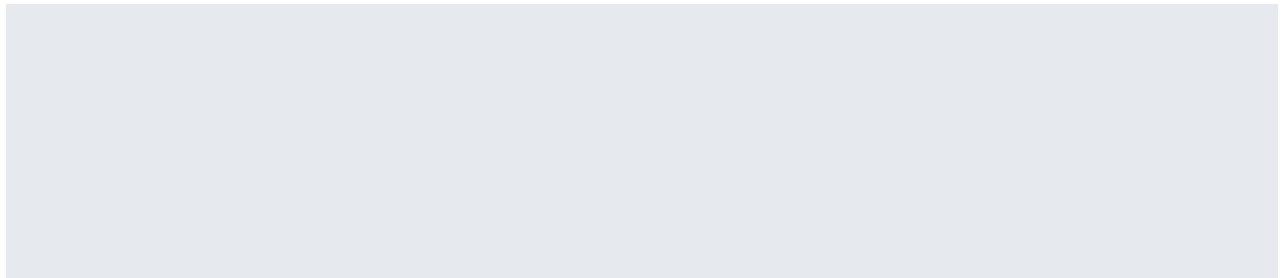
What is the funding mechanism that will best support your solution?



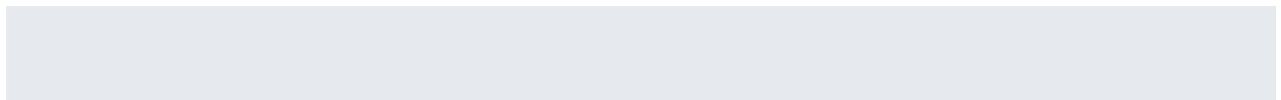
Who has jurisdiction over that funding mechanism?



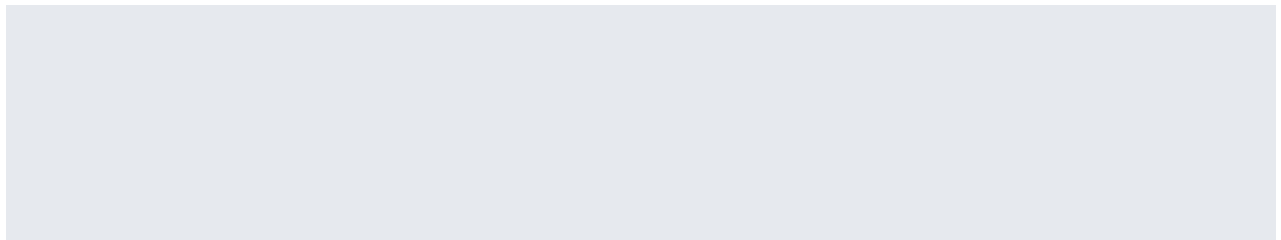
Will you need to fund a new initiative, expand a current initiative, re-allocate existing resources or could your proposal be funded from existing resources? If so, how?



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

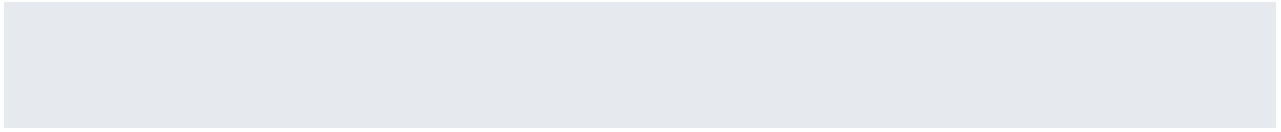


If needed, are there matching funds available?

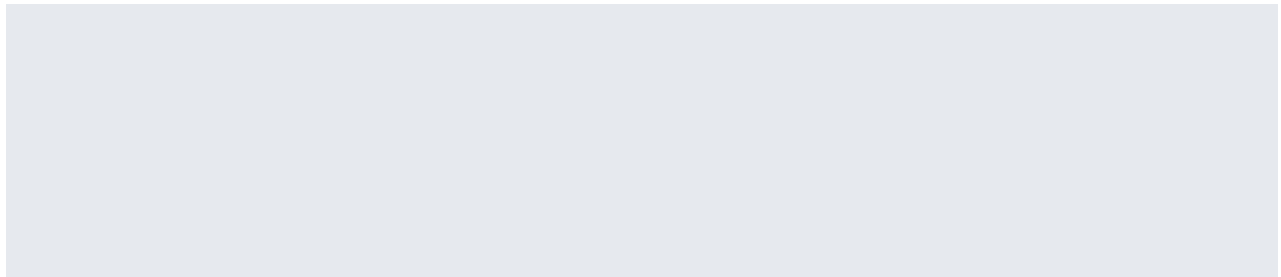


## WHAT'S THE POLITICAL LANDSCAPE?

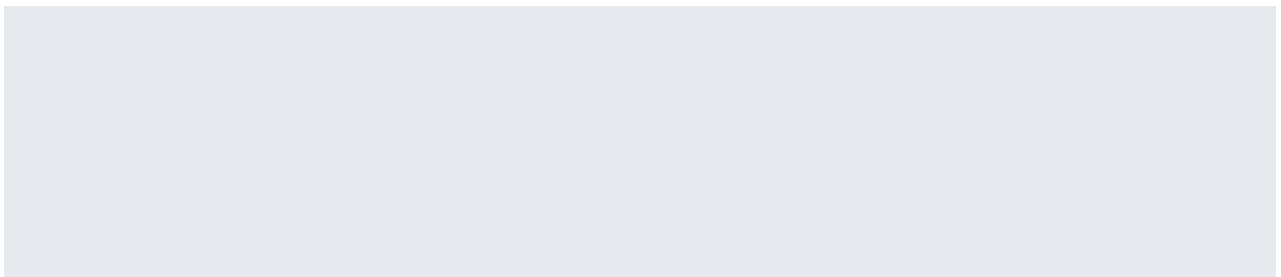
Is there a state or local law that might be a barrier?



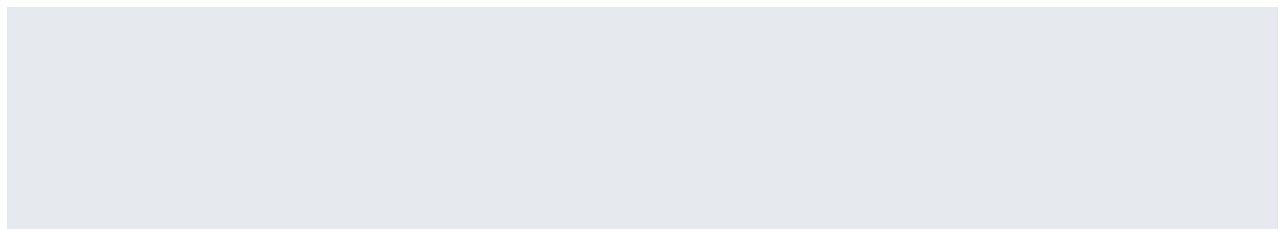
What's the electoral mood of your community (e.g., demographics, state of the economy, priorities of local elected bodies, outcomes of recent financing initiatives)?



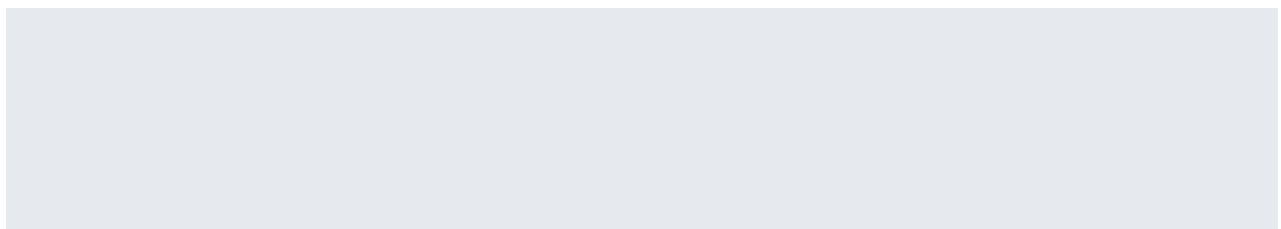
Who might be allies? Who might be opponents? What might they say?



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



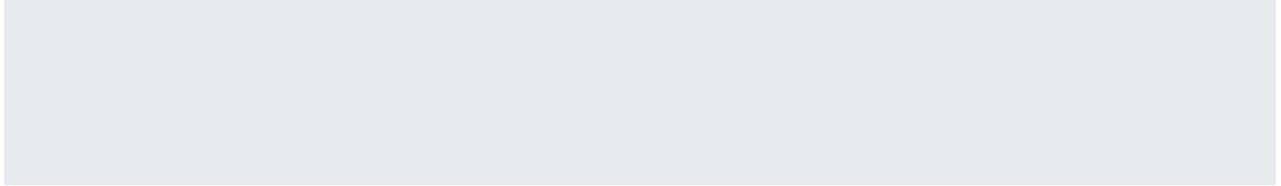
What research do you need to determine community knowledge and level of support for the idea?



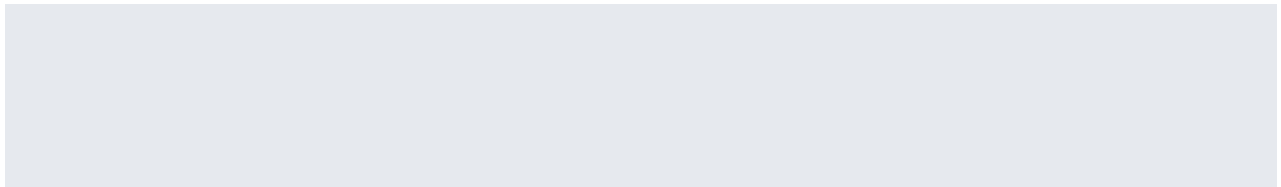


## WHO ARE POTENTIAL PARTNERS?

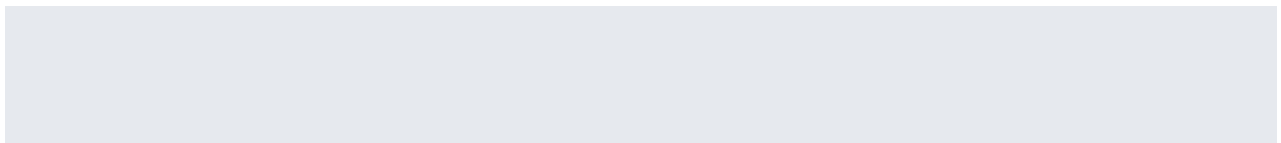
Who within the early childhood community are potential partners?



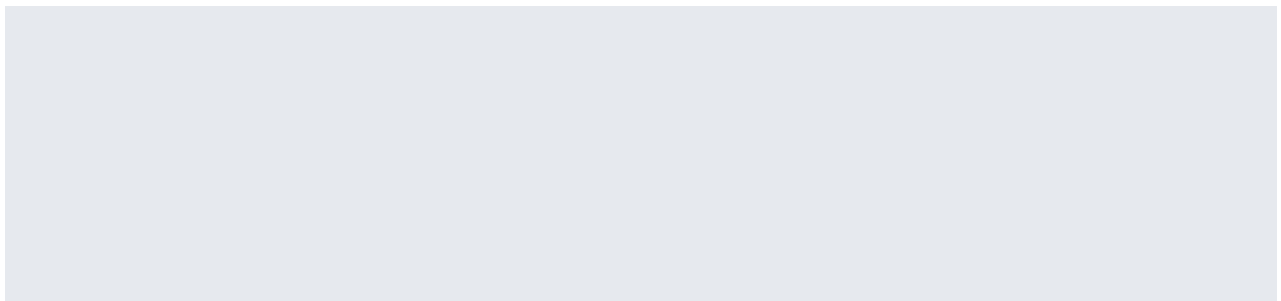
Who outside the early childhood community (e.g., business leaders, faith leaders, military families, law enforcement, etc.) are potential partners?



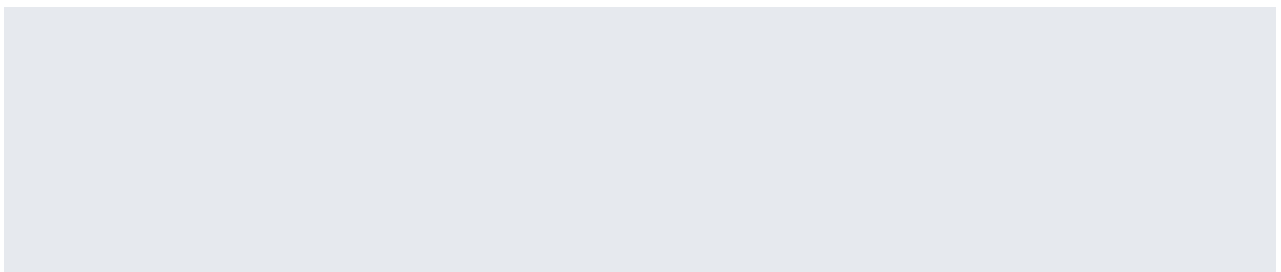
Could any of them be engaged as leaders and/or spokespeople?



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

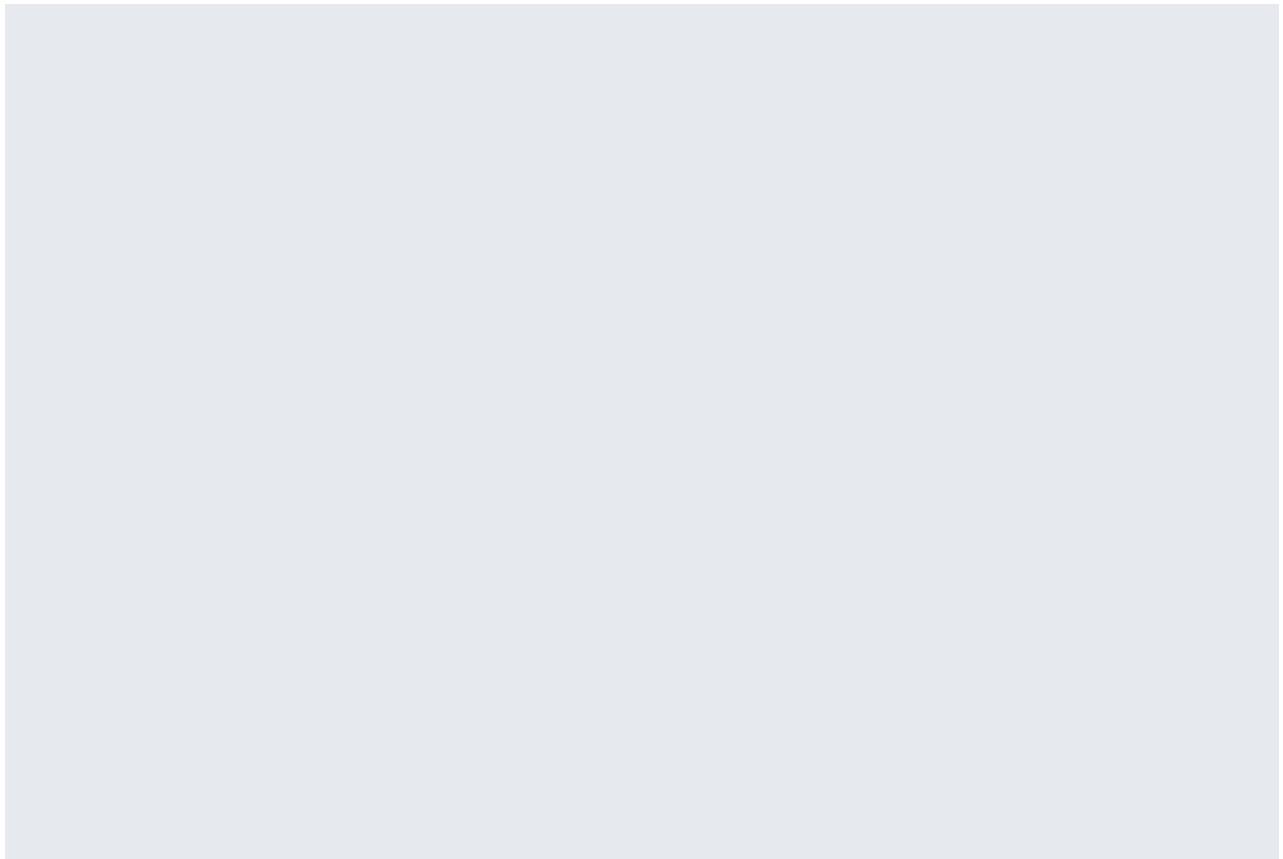


Are there private funders such as a community foundation that would be interested in supporting a planning process?

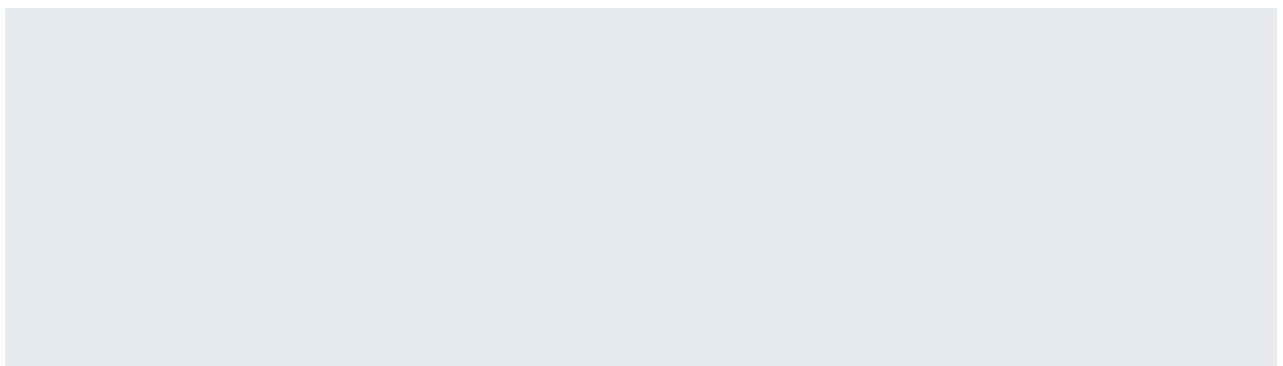


## HOW DO YOU COMMUNICATE WITH YOUR COMMUNITY?

What are your current messages about early learning?

A large, empty, light gray rectangular area intended for the respondent to provide their current messages about early learning.

Do the messages articulate results for children and the benefits to the community?

A large, empty, light gray rectangular area intended for the respondent to answer whether their messages articulate results for children and benefits to the community.



What types of contacts do you have with the press (e.g., newspaper, TV, radio, and social media)? Use this table to assess your media relationships.

PRESS CONTACT	OUTLET	HOW WE COMMUNICATE: ACTIVE (CALL, MEETING) OR PASSIVE (PRESS RELEASE, SOCIAL MEDIA)	FREQUENCY OF CONTACT: DAILY, MONTHLY, RARE
<i>James Eller</i>	<i>WBIZ</i>	<i>Active—phone call</i>	<i>Monthly</i>

Use this table to assess your social media outlets.

SOCIAL MEDIA OUTLET	ACCOUNT	FREQUENCY OF POSTING: DAILY, WEEKLY, MONTHLY, OCCASIONALLY
Twitter		
Facebook		
LinkedIn		

## 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?

Creating a campaign plan starts with power mapping, a framework for problem solving to determine who needs to be influenced and exactly who can influence them to reach your goal. You can find a [Power Mapping Guide](#) and more resources in the [Commons Social Change Library](#).