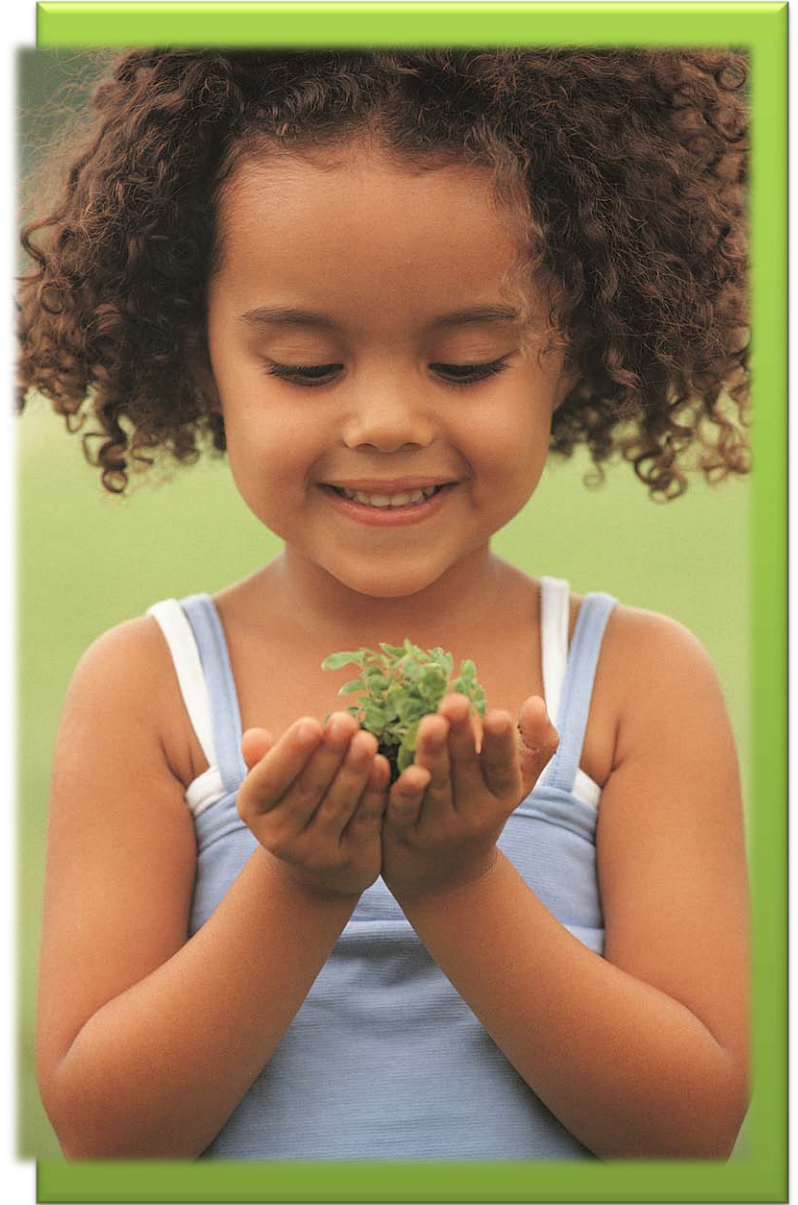


# Making Your Hard Work Shine!



powered by the  
 Early Childhood  
Investment Corporation  
and Michigan's Great Start Collaboratives

# Workshop Objectives

- Gain understanding of why making your work shine matters
- Learn about the key elements that should be included when highlighting your work with decision makers and potential parent coalition members
- Practice making your work shine
- Gain information and concrete examples to use at home

# *The WHY?*

Why does “making  
your work shine”  
matter?

Why?

# Why Does it Matter?

- Legislators - *what are the purpose of Parent Coalitions and why should we “support” them?*
- Funders – *why should we continue funding your group?*
- Potential parent coalition members - *why should I spend my time and energy on these activities?*

# Washtenaw Example

## Touch a Truck event

- ★ An estimated 3000 children and parents attended the first ever Touch a Truck, resulting in increased awareness of early childhood development, parenting support, and community resources.

# How Could This Be Improved?

★ For Legislators –

★ For Funders –

★ For Parent Coalition members -

# Key Elements to Include When Writing and Talking About Successes

- ★ Use action words
- ★ Use numbers or percentages whenever possible
- ★ Ensure the “result” is very clear – why do we care?  
What difference did it make?
- ★ Remember Context - Ensure the target audience (e.g. legislators) have an understanding of the purpose of the Parent Coalition otherwise the success won't mean much

# Group Exercise

- ★ Take 1-2 minutes and write down one success of your Parent Coalition – write as if you were writing to a legislator
- ★ Find a partner – share your success and provide feedback to each other to strengthen the wording (5 minutes)
- ★ We will ask for a couple of examples from the group at the conclusion

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