

Summer Fun



Free and Reduced-Fee
Summer Programs for
Alachua County Kids

[LEARN MORE](#)



Communications Strategy

Goals of the Summer Fun Campaign

- ❑ Participation by enough providers to increase access
- ❑ Make available over 2,000 new spots for children
- ❑ Market the new spots throughout Alachua County
- ❑ Develop more awareness of the Children's Trust

Making the Case

\$1.1 Million Investment in Summer Programs by Children's Trust

For Immediate Release: April 29, 2021

Gainesville, Florida – The Board of the Children's Trust of Alachua County approved the funding of over 2,000 additional free or reduced-price seats for Alachua kids for this summer.

"This summer program is a dramatic increase of opportunities for kids to move from the virtual Zoom environment to the real world where they can learn and play with other kids," explained Colin Murphy, Executive Director of the Children's Trust of Alachua County.

[Read More](#)



\$500,000 Summer Programming RFP Released by the Children's Trust

For immediate Release: March 9, 2021

GAINESVILLE, FLORIDA – The Board of the Children's Trust of Alachua County authorized the release of the Request for Proposal (RFP) for up to \$500,000 in new money for summer activities for Alachua County children.



Public Notice: RFP for Summer Programming to be Released with Board Approval

The Children's Trust of Alachua County is intending to release a Request for Proposal (RFP) on March 9, 2021 for summer programming in Alachua County, contingent upon Board approval.



Ensuring the Summer Thrive - Study Presented by the Youth Development Research-Practice Partnership of the University of Florida

FOR IMMEDIATE RELEASE: February 9, 2021

GAINESVILLE, FL – As part of the effort of the Children's Trust of Alachua County to seek community input for its Strategic Funding Plan. The Trust Board authorized a summer needs assessment conducted by the Youth Development Research-Practice Partnership (YDRPP) in the College of Health and Human Performance at the University of Florida.

Making the Case - Results

The Gainesville Sun

Children's Trust starting to ramp up efforts

The Gainesville Sun Editorial Board

Published 12:02 a.m. ET Mar. 14, 2021

[View Comments](#)



Families attend an informational session about the summer programs offered in the city of Gainesville and Alachua County at Eastside Recreation Center in 2019. [Lauren Bacho/Gainesville Sun, File]

Quality summer programs are more important than ever for K-12 students and their families.

The COVID-19 pandemic disrupted children's schooling by closing classrooms last spring and keeping some students learning remotely even today. Students who are already struggling face the prospect of falling even further behind after classes end.

Getting Ready to Market



**CHILDREN'S TRUST
OF ALACHUA COUNTY**

SUMMER FUN
Free and Reduced-Fee
Summer Programs for
Alachua County Kids
[LEARN MORE](#)

Learn More About
Summer
Programs

Meetings

Calendar

Contact

Create New Graphics for Digital and Print

Built Program Directory for Providers

| Phone | Address |
|--------------------|---|
| 352-514-9975 | Kiwanis Community Center at Oakview Park. 810 NW 8th Street Gainesville, FL 32601 See map: Google Maps |
| 352-514-9975 | Kiwanis Community Center at Oakview Park. 810 NW 8th Street Gainesville, FL 32601 See map: Google Maps |
| 352-377-8003 | Woodland Park Boys and Girls Club 331 SE 20th Place Gainesville, FL 32641 See map: Google Maps |
| 352-373-6639 | Northwest Boys & Girls Club 2661 NW 51st St Gainesville, FL 32606 See map: Google Maps |
| 352-371-8001 x1110 | Cade Museum for Creativity & Invention 904 S Main St. Gainesville, FL 32601 See map: Google Maps |
| 386-462-1610 | Santa Fe High School 16213 NW US Hwy 441 Alachua, FL 32615 |

Boys & Girls Clubs of Northeast Florida

Northwest Boys & Girls Clubs will serve 50 1st-5th grade from 9 a.m. - 5 p.m. from June 14 - July 30, 2021. Our Club and services are fully open this summer to all children in the community. BGCNF offers five hours of academic learning weekly supported by certified teachers to work with children who can benefit and "catch up" from COVID learning losses. BGCNF's Youth Development Professionals offer Personal Enrichment Science, Technology, Engineering, Arts, and Math+ Literacy (STEAM+L) programming. Student to adult ratios are as follows: Academic/ Certified Teachers 10:1 and Enrichment/ Non-Academic 20:1.

Phone Number:
352-377-8003

Email:
paulm@bgcnf.org

Website:
<https://www.bgcnf.org/alachua-county-home>



**BOYS & GIRLS CLUBS
OF NORTHEAST FLORIDA**

Location

Woodland Park Boys and Girls Club
331 SE 20th Place
Gainesville, FL 32641
See map: [Google Maps](#)

[Return to Programs Directory](#)

The Campaign

Goals 1 & 2 - Provider awareness and additional spots

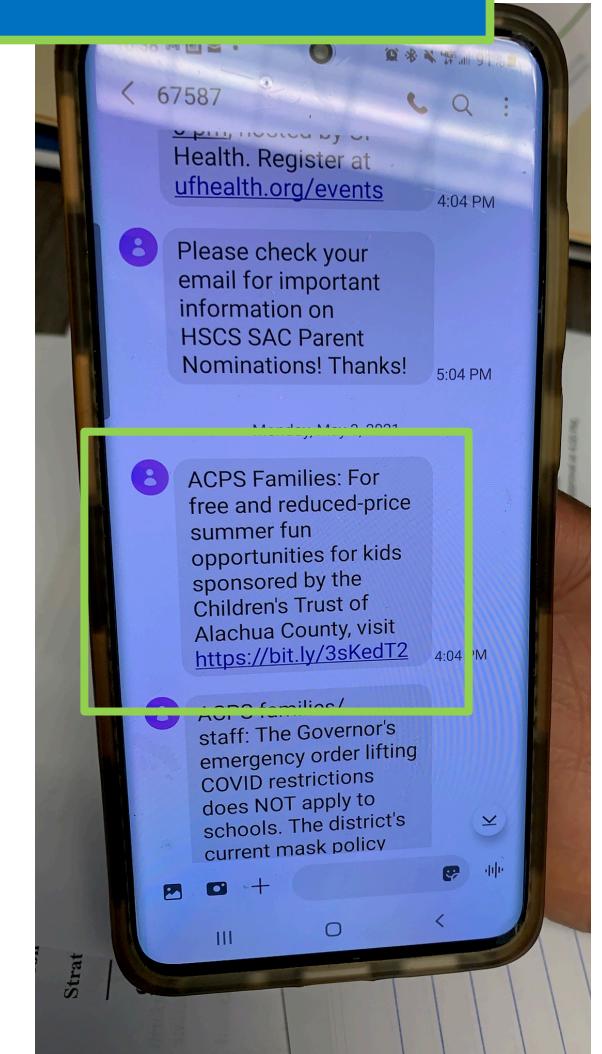
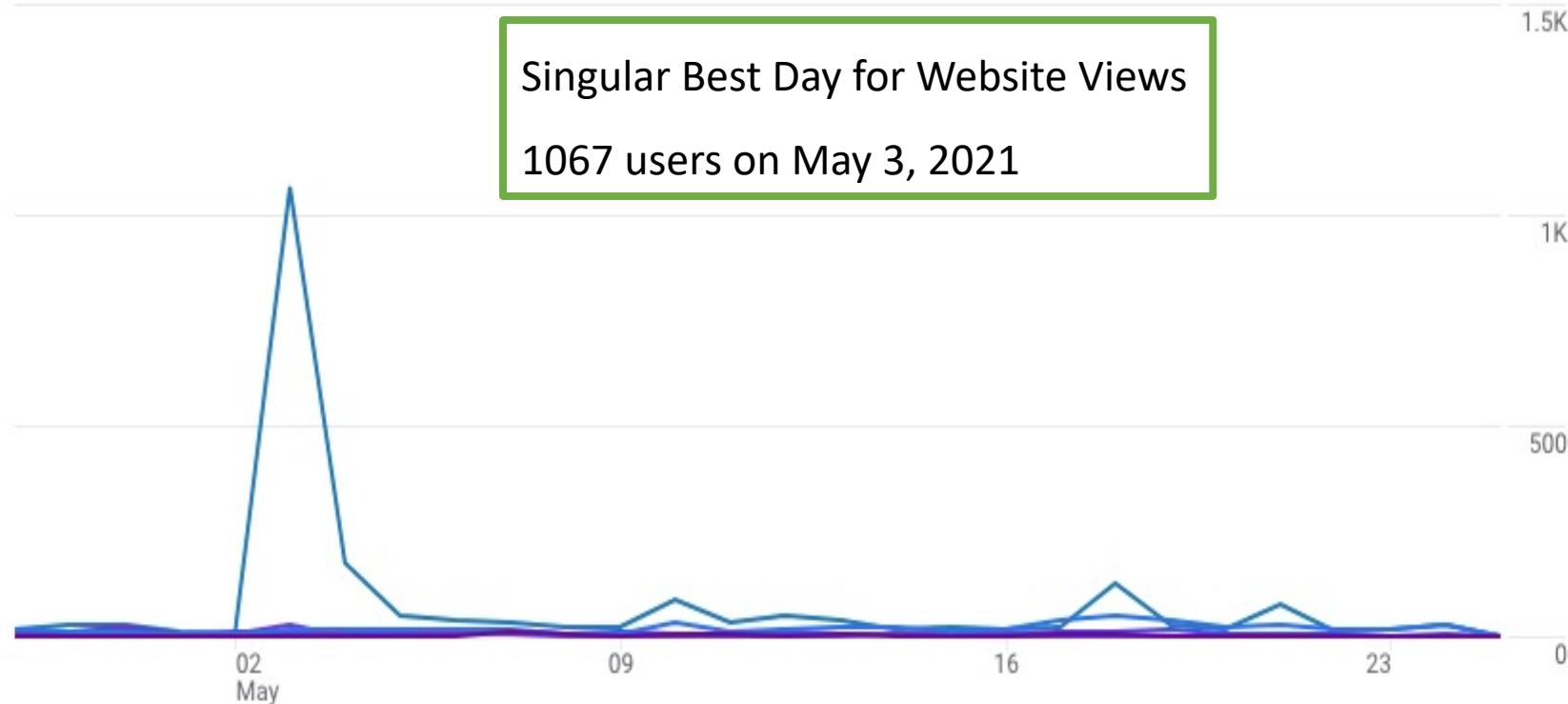
- Press releases on Board resolutions - sent to email list, posted on Facebook and Twitter
- Editorial in Gainesville Sun

Goals 3 & 4 - Market new spots - Develop more awareness of Children's Trust

- Direct contact via text and handouts to families and students
- WCJB news story
- Facebook Ad included WCJB broadcast
- Twitter
- Repost providers social media

Direct Contact: Alachua County School District

Users by Session source/medium over time



WCJB Story with Interview

Over 2,000 free and reduced-priced summer program seats approved for Alachua County kids



Over 2,000 free and reduced-priced summer program seats approved for Alachua County kids



summer
County kids

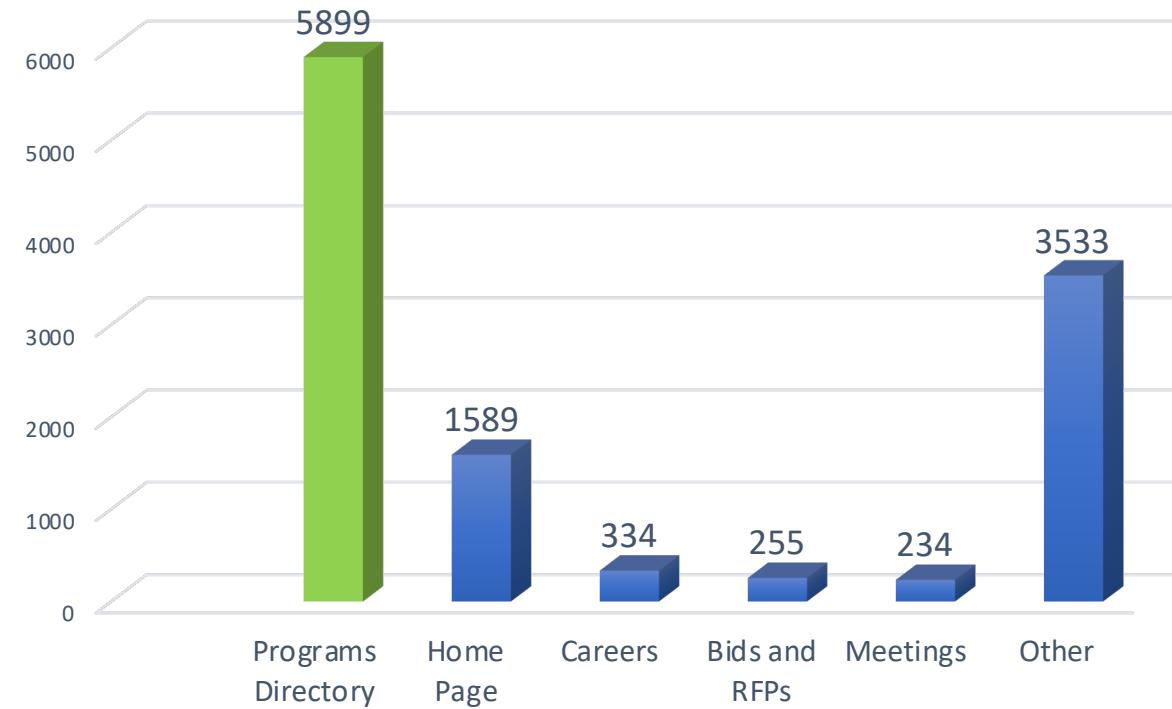
| Organization | Address | Phone Number | Map |
|---|---|--------------|--------------------------------------|
| City of Waldo | 1000 NW 2nd Ave Waldo, FL 32694 | 352-258-6921 | See map: Google Maps |
| Cultural Arts Coalition | 301 NW 10th St Gainesville, FL 32601 | 352-219-5793 | See map: Google Maps |
| Gainesville-Alachua County Board of County Commissioners (BoCC) | 1845 Northwest 8th Ave Gainesville, FL 32607 | 352-213-4796 | See map: Google Maps |
| DaySprings Missionary Baptist Church of Gainesville, FL, Inc. | 1845 Northwest 8th Ave Gainesville, FL 32607 | 352-380-0075 | See map: Google Maps |
| Deeper Purpose Community Church, Inc. | 19930 NW Hwy 441, Suite A High Springs, FL 32643 | 352-474-9040 | See map: Google Maps |
| Gainesville Circus Center | 1925 NW 2nd St, Ste B Gainesville, FL 32605 | 352-211-2017 | See map: Google Maps |
| Gainesville Sports Camp | 312 NW 16th Ave Gainesville, FL 32605 | 352-275-2998 | See map: Google Maps |
| Girls Place | 211 NW 20th Ave Gainesville, FL 32605 | 352-373-4475 | See map: Google Maps |
| Old High Springs Elementary School/Museum (The City of | | | |

Web Results

Website Dashboard

Website Traffic – Key Points

- Page Views 11,844
- Users 3,002
- New Users 2,909



Goals & Results

- Participation by enough providers to increase access
 22 approved providers at 25 sites
- Make available over 2,000 new spots for children
 2,087 new spots
- Market the new spots throughout Alachua County
 Directly to family and children
- Develop more awareness of the Children's Trust
 2,909 new web users, 11,844 page views



Questions?