

# Summer Fun



Free and Reduced-Fee  
Summer Programs for  
Alachua County Kids

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# 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

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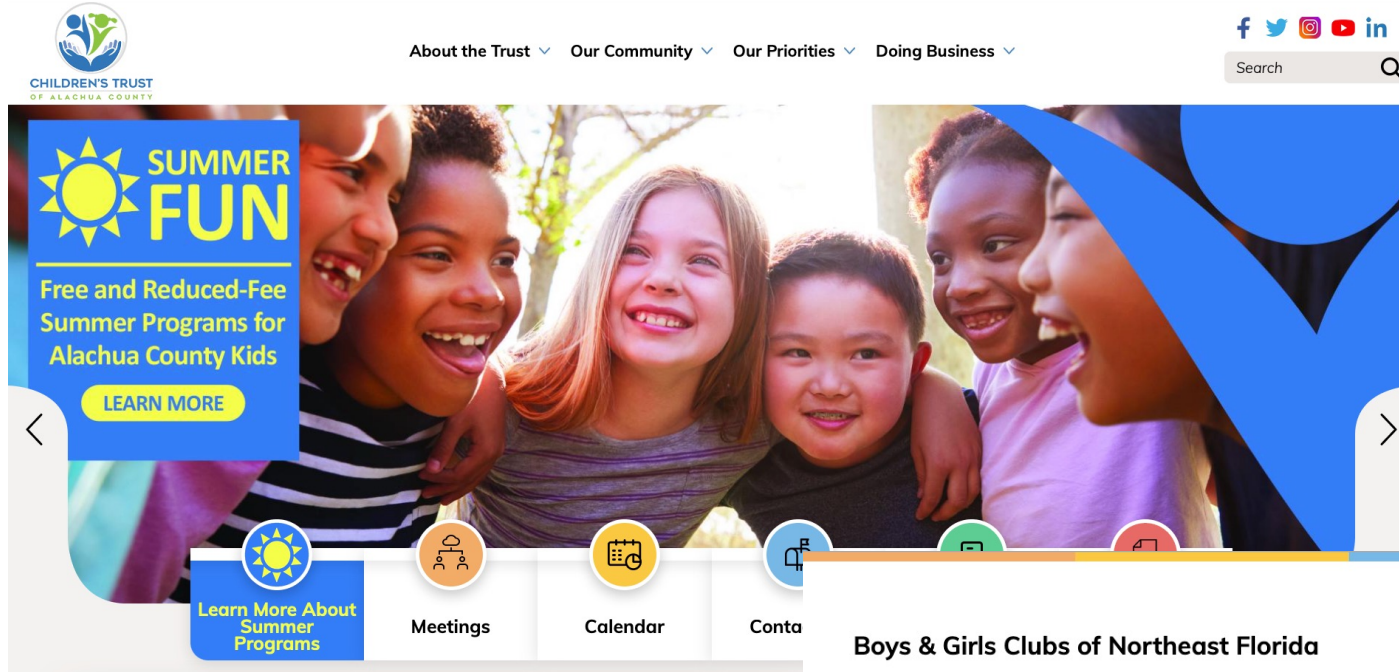


Families attend an informational session about the summer programs offered in the city of Gainesville and Alachua County at Eastside Recreation Center in 2019. (Lauren Bacho/Gainesville Sun, File)

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



Create New Graphics for Digital and Print

## Built Program Directory for Providers

	Phone	Address
 Aces in Motion	352-514-9975	Kiwanis Community Center at Oakview Park. 810 NW 8th Street Gainesville, FL 32601 See map: <a href="#">Google Maps</a>
 Aces in Motion Boot Camp	352-514-9975	Kiwanis Community Center at Oakview Park. 810 NW 8th Street Gainesville, FL 32601 See map: <a href="#">Google Maps</a>
 Boys & Girls Clubs of Northeast Florida	352-377-8003	Woodland Park Boys and Girls Club 331 SE 20th Place Gainesville, FL 32641 See map: <a href="#">Google Maps</a>
 Boys & Girls Clubs of Northeast Florida	352-373-6639	Northwest Boys & Girls Club 2661 NW 51st St. Gainesville, FL 32606 See map: <a href="#">Google Maps</a>
 Cade Museum for Creativity & Invention	352-371-8001 x1110	Cade Museum for Creativity and Invention 904 S Main St. Gainesville, FL 32601 See map: <a href="#">Google Maps</a>
 City of Alachua	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](mailto: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

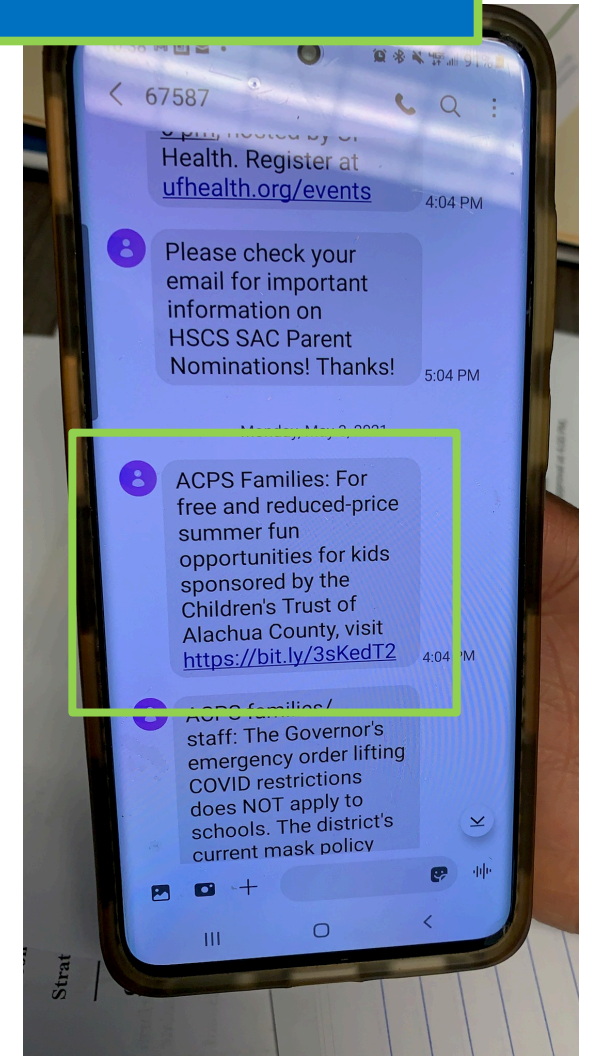
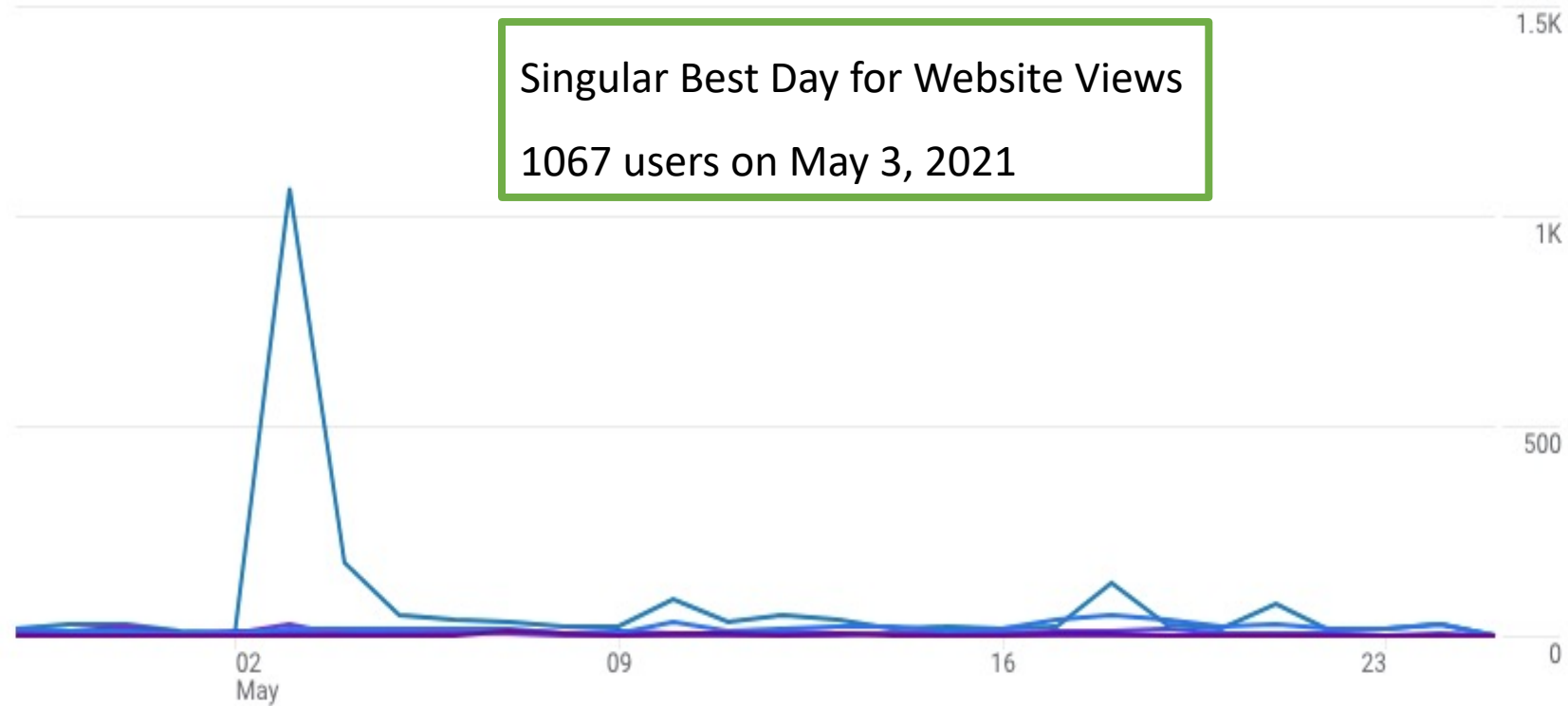
- Press releases on Board resolutions - sent to email list, posted on Facebook and Twitter
- Editorial in Gainesville Sun

## 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  
Alachua County kids**

See map: Google Maps	
	City of Wallo 352-258-6521 13555 NE 148th Ave Wallo, FL 32884 See map: Google Maps
	Cultural Arts Coalition 352-219-5793 201 NW 10th St Gainesville, FL 32601 See map: Google Maps
	Gainesville Alachua County Board of County Commissioners (BoCC) 352-213-4796 210 SE 134th Ave Mims, FL 32667 See map: Google Maps
	Day Springs Missionary Baptist Church of Gainesville, FL, Inc. 352-380-0075 1945 Northwest 8th Ave Gainesville, FL 32611 See map: Google Maps
	Deeper Purpose Community Church, Inc. 352-476-9040 19500 N US Hwy 441 Suite A High Springs, FL 32643 See map: Google Maps
	Gainesville Circus Center 352-214-2017 1405 NW 2nd St, Ste B Gainesville, FL 32609 See map: Google Maps
	Gainesville Sports Camp 352-275-2088 212 NW 18th Ave Gainesville, FL 32601 See map: Google Maps
	Girls Place 352-373-4475 2101 NW 28th Ave Gainesville, FL 32605 See map: Google Maps
Old High Springs Elementary School/Museum (The City of Gainesville)	

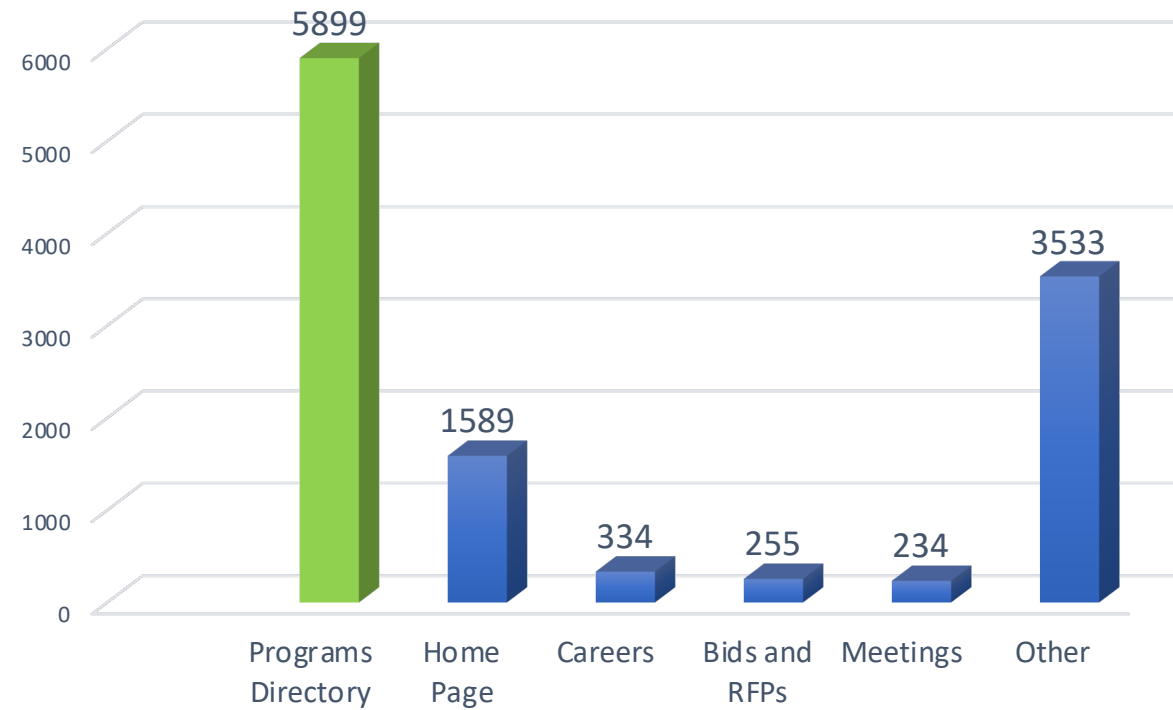


# Web Results

## 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?