



How First Things First Successfully Communicates
in a Politically Conservative Environment



- History of First Things First
- Current Messaging Strategy, Success and Outreach
- Digital Integration

YES ON **203**

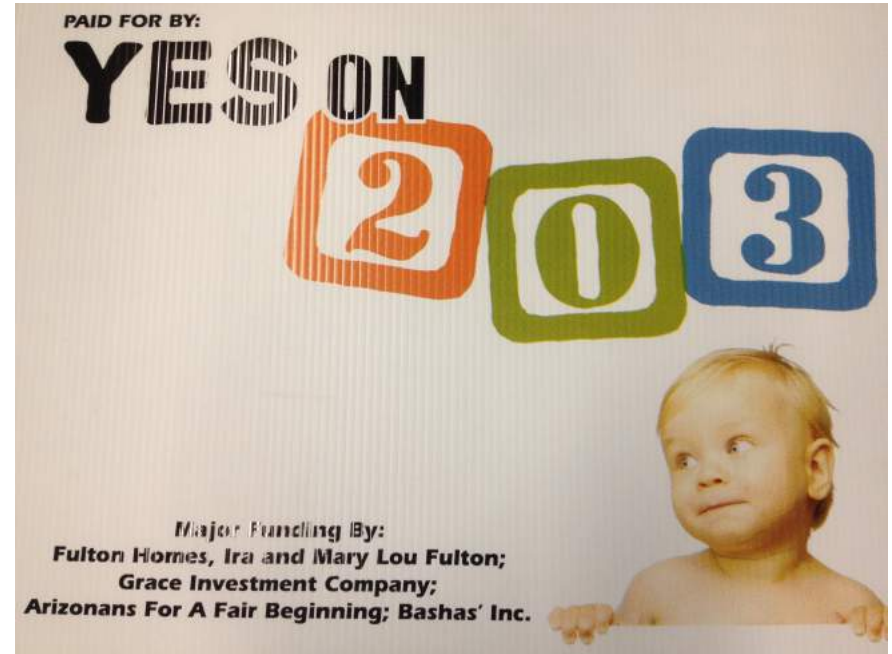
FIRST THINGS FIRST

NO 302 Children First.
Not Politics.

Saving
**FIRST
THINGS
FIRST AGAIN**

Overview of Yes on 203

- Selected 2006 election year for better political environment in Arizona – a red state.
- Initiative drafted to bring support from all the political parties.
- Use cigarette tax instead of other options that could have created a well-funded no campaign.
- \$3.2 million raised
- Passed with 53%



Yes on 203 Strategy

- Frame the debate with AZPunkd campaign.
- Resources spent upfront to save for later.
- Created bi-partisan support at both the grassroots and grass-tops level.
- Control the message and debate.



Consistent Message

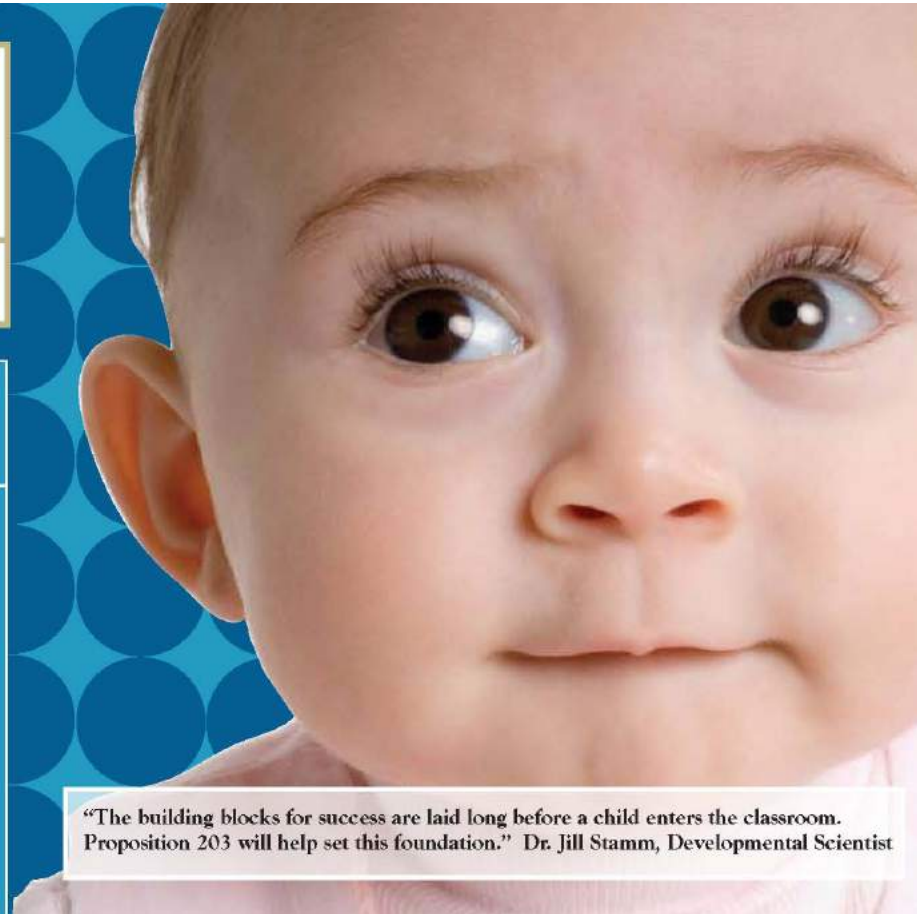
YES ON **203**

WWW.YESON203.COM

90% OF A CHILD'S BRAIN IS DEVELOPED BY AGE 3

- Research has shown that 90% of a child's brain is developed by the age of three, and the years up to five years old are when children develop much of their language skills, thought processes, self confidence, discipline and values.
- Proposition 203 will fund voluntary early childhood programs so that young children start school ready to succeed.
- By investing significant resources in the earliest years of a child's life, Proposition 203 will provide a solid foundation for Arizona's most vulnerable children.

"The building blocks for success are laid long before a child enters the classroom. Proposition 203 will help set this foundation." Dr. Jill Stamm, Developmental Scientist



Bi-Partisan Support

The image shows a screenshot of the 'YES ON 203' website, presented as if it were a page from a spiral-bound notebook. The notebook's spine is on the left, with orange tabs for navigation: HOME (with a block letter icon), ABOUT (with a globe icon), ISSUES (with a green circle icon), SUPPORTERS (with a heart icon), NEWS (with a newspaper icon), MEDIA (with a network icon), ACTION (with a hand icon), DONATE (with a dollar sign icon), and CONTACT (with a teddy bear icon). The website content is on the right page of the notebook. At the top right of the page is the 'YES ON 203' logo. Below it is a 'SIGN UP for email updates' form with a 'Submit' button. The main heading is 'WELCOME TO FIRST THINGS FIRST'. A paragraph of text thanks visitors and describes the organization's mission to improve the health and development of young children in Arizona. To the right of this text is a photo of a baby. Below the text is an 'ENDORSEMENTS' section listing Congressman Ed Pastor, Congressman Rick Renzi, Governor Fife Symington, Governor Rose Mofford, and Governor Raul Castro. A 'NEWS / PRESS RELEASES' section features a photo of a baby and two news items: one dated 10.31.06 about Governor Janet Napolitano endorsing Proposition 203, and another dated 10.31.06 about voting 'Yes on 203'. To the right of the news is a 'WHAT'S NEW' section with a 'CLICK HERE' link, and a 'HOUSE PARTY' section with a 'Click here' link and a house icon. At the bottom right of the page are three block letters: 'A', 'B', and 'C'.

Paid for by: Yes on 203 - Supporting I-16-2006
602-266-5118 or 888-236-4197 | P.O. Box 34891 | Phoenix, Arizona 85067-4891

Major Funding by:
Fulton Homes, Ira and Mary Lou Fulton; Grace Investment Company; Arizonans For A Fair Beginning; Bashas' Inc.

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Yes on 203 TV – Introduction Spot



Yes on 203 TV – Closer Spot



No on 302 Overview

- Created a message of children versus politicians.
- Created doubt about the referendum with the electorate
- \$2 million raised
- 70% of voters voted no
- Every county in Arizona voted no



Strategy

- Children vs. Politicians
- Tap into 2006 campaign, Yes on 100 campaign (education tax) and First Things First supporters (recreating the support base).
- No vote is a less expensive campaign, create confusion
- Create grassroots and grass-tops level
- Targeted messages to segments such as Republican Primary voters
- Organized digitally and traditionally



**Children First.
Not Politics.
NO 302**
www.No302.com

Framing the Debate: Voters vs. Politicians

WHO DO YOU TRUST TO MAKE EDUCATION DECISIONS?

YOU, THE VOTER

In 2000, voters passed Prop 301 to help provide teacher funding and resources for children's classrooms.

In 2006, voters passed Prop 203 or First Things First to prepare our youngest children to be ready to succeed when entering kindergarten.

In May of 2010, voters passed Prop 100 to protect education in Arizona. This recent vote passed with 64% approval from the voters.

STATE LEGISLATORS

Increased class sizes by cutting \$100 per child funding. *(HB 2006, First Special Session, January 2009)*

Zeroed-out funding for full-day kindergarten. *(Seventh Special Session, HB 2008, March 2010)*

Took \$800 million from education and school funding for public schools in the first four months of this year. *(2010 State Budget, www.azleg.gov)*

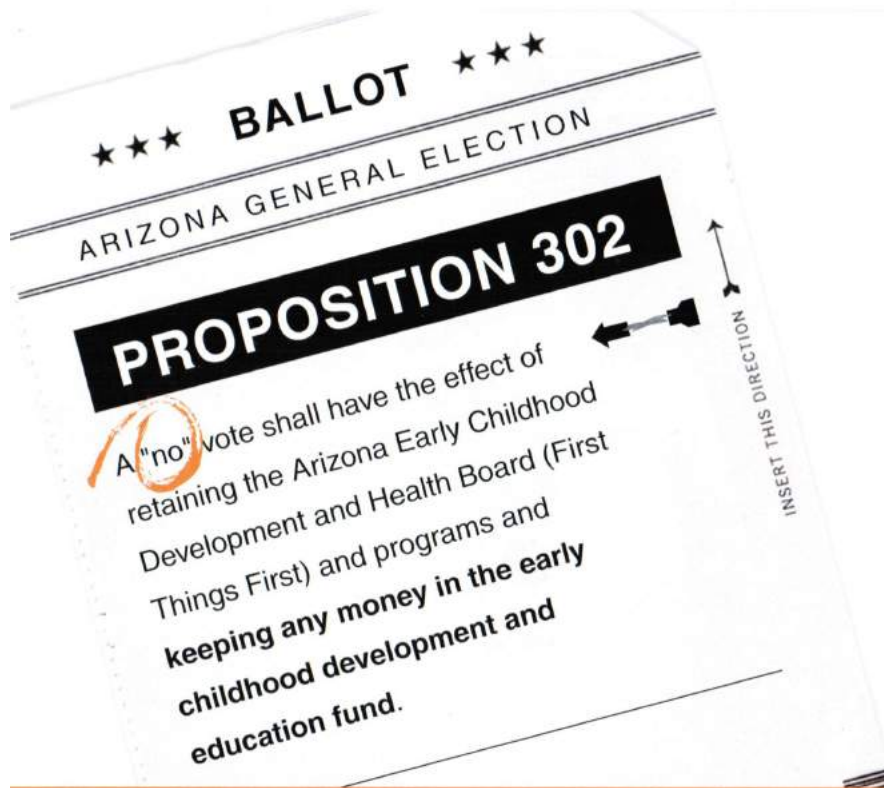
Arizona voters approved the creation of First Things First. Don't let the politicians at the State Legislature steal the money you set aside for young children. **Vote No on Proposition 302.**

No302.com • **facebook.com/savingfirstthingsfirst** • **twitter.com/savingftf**



**Children First.
Not Politics.
NO 302**
www.No302.com

Framing the Debate: Voters vs. Politicians



Save First Things First
No on 302
5330 North 12th Street
Phoenix, Arizona 85014

PRST STD
US POSTAGE
PAID
PERMIT NO
4559
PHOENIX AZ

No302.com • facebook.com/savingfirstthingsfirst • twitter.com/savingftf

Paid for by Save First Things First - No on 302. Major funding from APS, Ak-Chin Indian Community, Arizona School Boards Association, Tohono O'odham Nation and the Salt River Pima Indian Community.

Vote
**NO ON
302**

Conservative Messaging



REPUBLICAN VOTER ALERT

Vote No on 302
5330 North 12th Street
Phoenix, Arizona 85014
www.JustBalancelt.com

PRST STD
US POSTAGE
PAID
PERMIT NO
4559
PHOENIX AZ

Tell the Politicians in the
State Legislature To

**Stop Spending and Balance
Arizona's Budget**

JustBalancelt.com

Vote No on Prop 302

The Goldwater Institute Reports There is Still Waste to Cut!

- \$800,000 for shooting-range remodeling
- \$900,000 for county fair betterment
- \$5,000,000 for TAXPAYER FUNDED LOBBYISTS

“The government wastes your money. They don’t deserve more.”

*Goldwater Institute video
April 14, 2010*

Conservative Messaging

Tell the Legislature to knock off the debt gimmicks, cut the accounting tricks and trim the fat.

“Paying off that debt will strain state budgets for years to come.” - *The Arizona Republic*, June 9, 2010

“Arizona Back to Selling Buildings”
- *The Bond Buyer* (Daily Newspaper on Public Finance), June 8, 2010

“The sale and lease-back of State assets was authorized by the Legislature. The facilities include the Executive Tower, the Legislative buildings, the Department of Public Safety Headquarters, various State prison facilities and other assets of the State.” - *Tucson Citizen*, January 14, 2010

“Imagine selling your house to raise money – and then leasing it back, with interest, over 30 years. That’s essentially what Arizona is doing this week as it conducts a two-day sale of state buildings.”

The Arizona Republic
June 9, 2010

Vote No On 302 – JustBalancel.com

Paid for by Save First Things First - No on 302. Major funding from APS, Ak-Chin Indian Community, Arizona School Boards Association, Tohono O’odham Nation and the Salt River Pima Indian Community.

Digital Strategy Expanded

NO 302 Children First. Not Politics.

Voter Resource Center ▼



About

In Your Community

Donate

News Center

Video Center

Get Involved



PROTECT CHILDREN. VOTE NO ON 302!

Facebook. Twitter. You Tube. To beat Prop 302, we'll use every social medium possible ... because we believe no stone should be left unturned in the fight to stop the Legislature from gutting First Things First. Follow the campaign as we spread the word: First Things First has provided millions of dollars in core services to children age 5 and younger all across our state.

Online, On Message: NO ON 302

Video Center

Watch The Latest Videos

Mobile Updates

Text NO302 to 42227 Today!

Stay Connected

We're on Facebook, Twitter and YouTube

In Your Community

What's FTF Done in Your Community?

House Party

Host a House Party in Your Neighborhood



 **FIRST THINGS FIRST**

Messaging

- Quality Child Care and Preschool
- Strengthening Families and Early Literacy
- Preventive Health
- System Coordination
- Parent and Community Engagement
- Research and Accountability
- Teacher and Workforce Training and Development
- Return on Investment

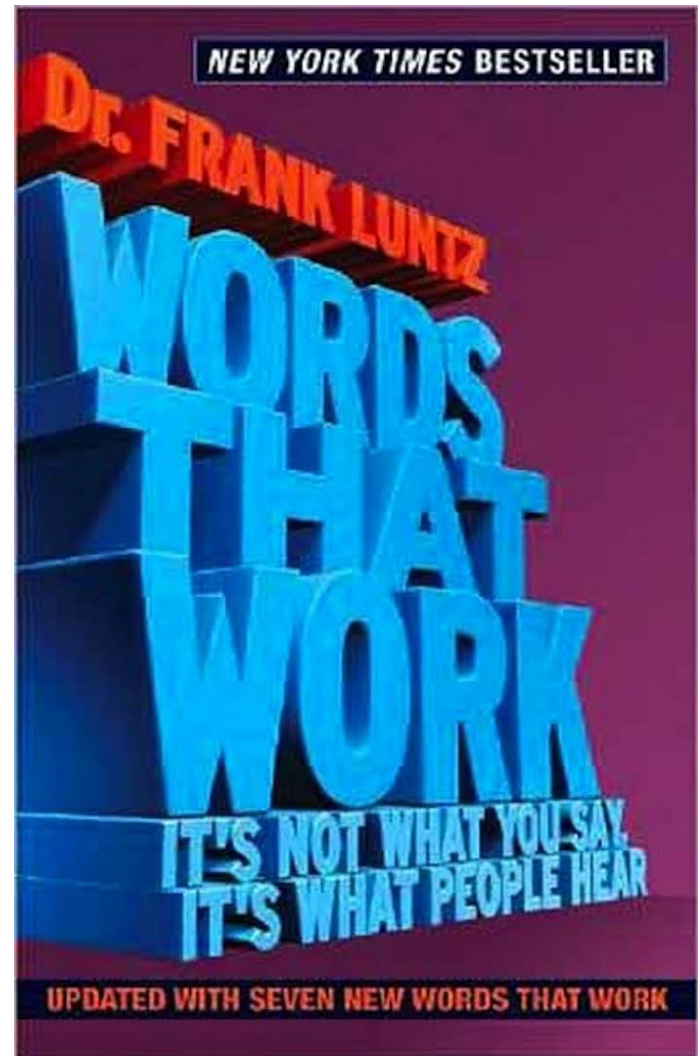


“ Make reading together
a daily routine.”

FIRST THINGS FIRST

Messaging

Quality
Strengthening Families
Preventive Health
Parent Engagement
Research
Accountability
Workforce Training



ROI & Messaging

STRENGTHENING FAMILIES AND EARLY LITERACY

34,812

Parents and caregivers attended parenting workshops or groups at family resource centers. In addition, more than 232,000 accessed early childhood information, resources or referrals through the centers.

72,058

Families of newborns left the hospital with tools to help them support their child's health and learning.

6,121

Families received voluntary, evidence-based home visitation from trained providers to enhance their parenting skills and deal with specific challenges, including first-time parenting, parenting a child with special needs or dealing with multiple births.

3,711

Parents and other caregivers completed a voluntary series of community-based classes on topics like parenting skills, brain development, early literacy and nutrition.

ROI & Messaging

QUALITY PRESCHOOL AND CHILD CARE

51,069

Children had access to a higher standard of early learning through preschool and child care programs participating in Quality First.

9,250

Infants, toddlers, and preschoolers accessed high quality early learning with the help of a preschool or child care scholarship.

812

Early childhood educators expanded their skills to provide better quality education and developmental supports for infants, toddlers and preschoolers with the help of a college scholarship.

ROI & Messaging

PREVENTIVE HEALTH

27,376

Children received screenings to detect vision, hearing, and developmental issues to prevent learning challenges later on.

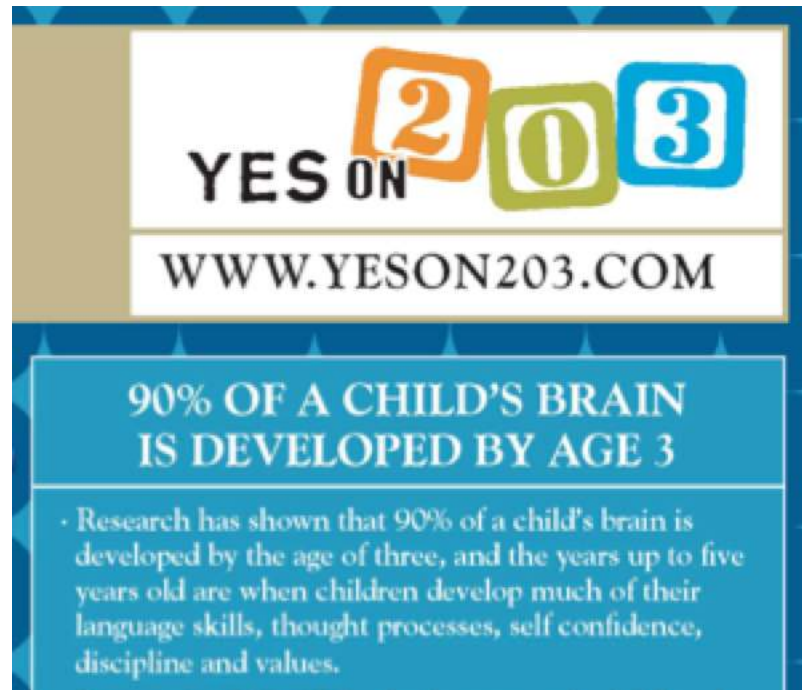
457

Children received referrals for mental health services as a result of classroom consultation provided to early educators on meeting the social-emotional needs of children in their care.

48,480

Children received an oral health screening to detect tooth decay. In addition, 41,805 fluoride varnishes were applied to protect against dental decay.

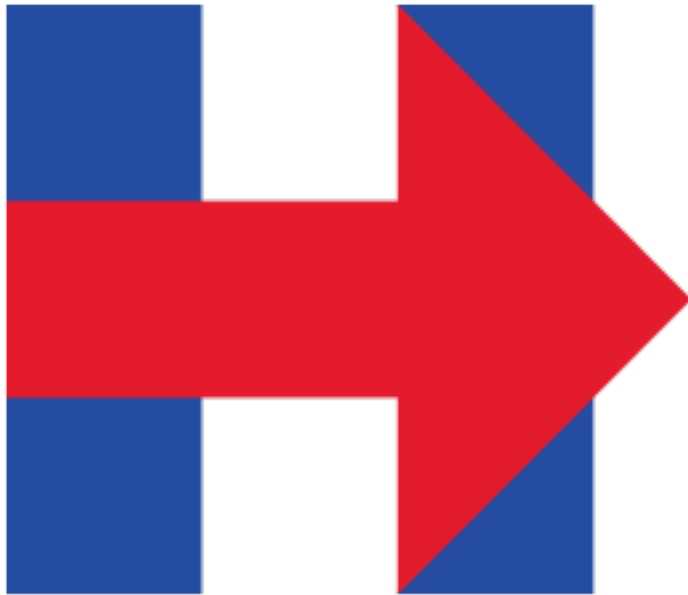
Consistent Messaging: 2006 to Today



“Science tells us that 90 percent of a child’s brain development occurs before they reach kindergarten.”

***First Things First Annual Report
September 2016***

Digital Media & 2016 Presidential Race



Two Defining Moments



Donald Trump
clinches
Republican
presidential
nomination.

– AP Delegate count

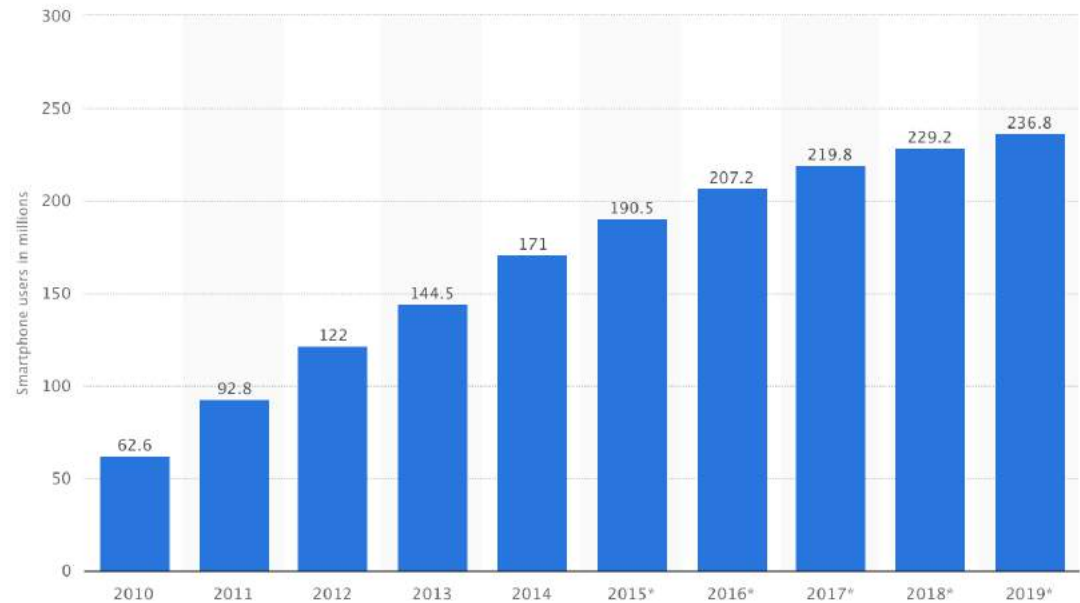


Two Defining Moments

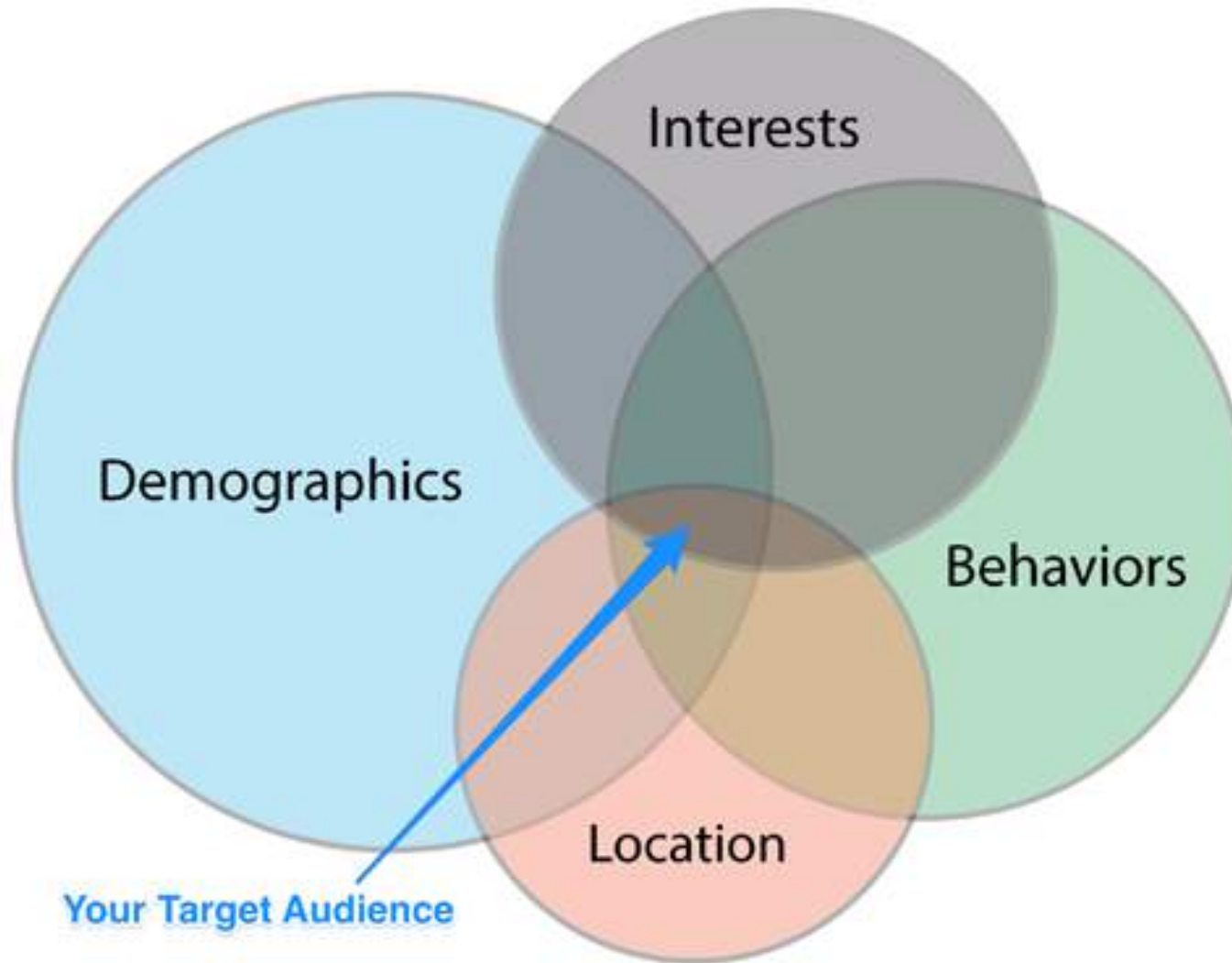


What Are the Lessons

- Quantity or Quality
- Media is paying attention
- Cycle is seconds
- Live Video
- Smartphone Usage
- Expectations
- Resources
- Endless Targeting



Endless Targeting



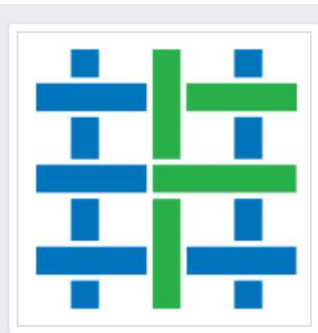
#1 Lesson To Leave You With Today

“Content is King”

Bill Gates, 1996



“Consistent Creative Content Is Better”



First Things First

@AZFirstThingsFirst

- Home
- About
- Photos
- Videos
- Get Involved
- Brain Builder Quiz
- Likes
- Events

Like Message Save More

 **First Things First**
2 hrs · 🌐

Open-ended toys promote creativity and problem-solving. In fact, according to researchers from The University of North Carolina at Chapel Hill, children that play with open-ended toys are more easily able to solve problems requiring the creative use of tools. Read on to find out which elements to look for in your child's toys:



Anatomy of the Perfect Toy

What are the five characteristics of the perfect toy?

[Learn More](#)

Community Organization · Phoenix, Arizona

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119,863 people like this
Paul McKay and 102 other friends



Invite friends to like this Page

ABOUT



Ask for First Things First's address

Consistent Creative Content



#AZFTF CEO @samleyvas shares how #play teaches critical #skills: bit.ly/29YRnUS
#PlayMatters #ECE

TO ENCOURAGE PLAY:

- BECOME AN ADVOCATE FOR PLAY**
Be sure to schedule time for play. (Icon: Calendar showing Sunday 15)
- PROVIDE THE RESOURCES FOR STIMULATING PLAY**
Not necessarily toys, just varied objects visible to children. (Icon: ABC blocks)
- RE-EVALUATE**
Structured activities. (Icon: Soccer ball)
- JOIN IN THE FUN,**
But let your child take the lead. (Icon: Tic-tac-toe board)
- ENCOURAGE YOUR CHILD**
To use their imagination. (Icon: Adult and child playing)

RETWEETS 2 LIKES 4

6:10 PM - 13 Jul 2016

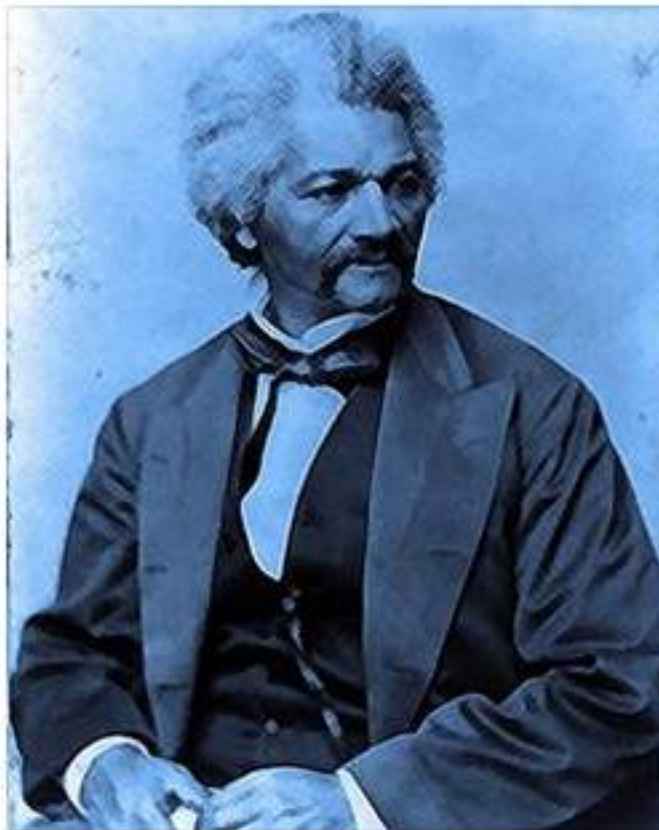
Navigation icons: Reply, Retweet (2), Like (4), Share, More options

Consistent Creative Content



First Things First added a new photo.

February 1 at 5:22pm · 🌐



“It is easier to
build strong
children than to
repair broken
men.”

Frederick Douglass

Consistent Creative Content



First Things First added a new photo.

January 27 at 10:15am · 🌐

Children understand as many as 200 words by age 2.

Talking to kids regularly helps their language development and creates the foundation for a great vocabulary.



FIRST THINGS FIRST
azftf.gov

👍 Like

💬 Comment

➦ Share



Consistent Creative Content



#AZ native language project w/ #HualapaiTribe & #AZFTF promotes #language development: bit.ly/29EHs36 #ECE



"It's important to us for them to know who they are and where they came from."

FIRST THINGS FIRST

RETWEET

1

LIKE

1



6:20 PM - 16 Jul 2016



Consistent Creative Content



First Things First

8 hrs · 🌐

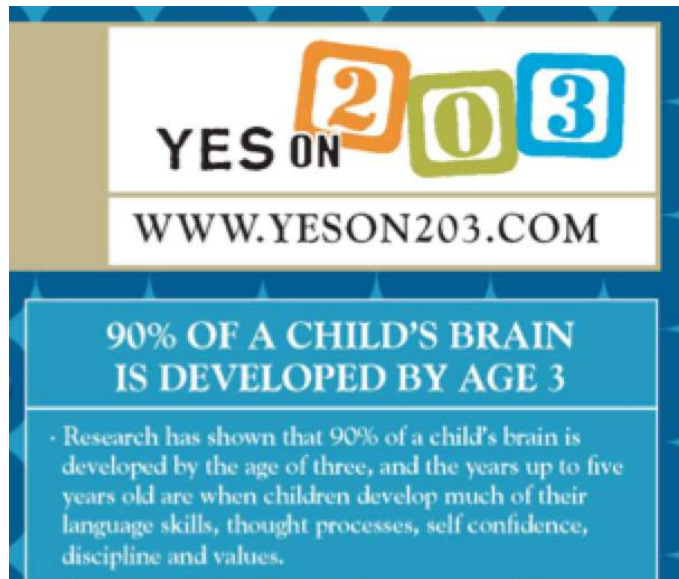


Because of the strong link between oral health, school readiness and academic success, First Things First and early childhood partners have made preventive oral health programs a priority in Arizona. The results of these investments and partnerships are paying off. Read more in our Annual Report: bit.ly/2d6g2sd



419 Views

“Consistent Creative Content Is Better”



YES ON **203**
WWW.YESON203.COM

90% OF A CHILD'S BRAIN IS DEVELOPED BY AGE 3

· Research has shown that 90% of a child's brain is developed by the age of three, and the years up to five years old are when children develop much of their language skills, thought processes, self confidence, discipline and values.

First Things First
@AZFTF

#EarlyChildhood is when the #brain develops faster than at any other time in life. #AZFTF



90% OF A CHILD'S BRAIN DEVELOPS BY AGE 5

FIRST THINGS FIRST

RETWEETS 12 LIKES 9

4:12 PM - 21 Jul 2016

“Science tells us that 90 percent of a child’s brain development occurs before they reach kindergarten.”

***First Things First Annual Report
September 2016***