

Investing in Girls
Public Awareness and Communications

AREA: PUBLIC AWARENESS and COMMUNICATION							
<i>That key constituents understand girls issues, needs and respond to them.</i>							
Challenge/ Gap	Goal	Measurement	Strategy	Actions Year 1	Who	When	
Girls needs, experiences, challenges, perspectives and resources are often unique and need to be addressed separately from boys	Educate the various constituents as to the issues that middle school girls face.	Appropriate responses, bills passed, funding, support	Educate the various constituents as to the girls needs	Develop plans for target constituents	IIG Task Force Members, IIG Alliance Members		
				Schools	Coordinator, Alliance members		
				Parents	Coordinator, Alliance members		
				Participants	Coordinator, Alliance members		
				Donors	Coordinator, Alliance members		
				Legislators	CARE for Youth		
				Youth Groups	Alliance members		
				Youth out of target age	Alliance members		
				College students	Alliance members		
				PTOs	Alliance members		
				Youth Serving Agencies in Central Massachusetts: You, Inc., REC (YouthGROW program), YMCA, Edward Street Child Services, Girls, Inc., Hope Coalition, Worcester Youth Center	Coordinator, Alliance members		
				City of Worcester's Youth Office	Coordinator		
				Develop resources	Talking points	Coordinator & Communication & PR Task Force	
					Communications policy		

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				Media Relations materials and strategy		
			Public education campaign	PSAs	Coordinator, Alliance members	
				Video	Coordinator & Communication & PR Task Force	
				Essay contest: My Life and Welcome to It. (Winning essays to meet with legislators, publish in T & G.		
				Art Contest: How can I stay healthy? Pictures hung in Children's Medical Center at UMass, meet with Chair, articles etc.)		
			Develop Girls Resource Center: Web based. Content moderated	Participate with the girls and Data Administrator as to the content that is important to them	Coordinator & Communication & PR Task Force	
			Raise funds to cover the cost of a Coordinator and other activities IIG wishes to carry out	Reach out to local funders: Greater Worcester Community Foundation (since they are Worcester's community foundation and have such a wide network)- Fred Harris Daniels Foundation- United Way	coordinator & Public awareness task force/Josie	
				Research which local funders focus on funding work with middle school age girls		

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				Research which local funders do not focus on middle school girls, but who might want to (i.e., funders who give money to youth projects in general, and who could benefit from a report on the special needs of middle school aged girls)		
				Reach out to Local development networks: Women In Development- Association of Fundraising Professionals- Worcester Local First		