

Turning ARPA Funds into Needed Supports for Early Childhood Programs

The tools you need to connect with families, create equitable access, and enhance online experiences.



AMERICAN RESCUE PLAN ACT'S IMPACT ON EARLY CHILDHOOD PROVIDERS

\$39B

Childcare relief funds available through American Rescue Plan Act

4M

Individuals opting out of workforce due to childcare challenges

40%

U.S. schools yet to fully reopen in the 200 largest U.S. school districts

25%

Children at-risk of going hungry due to effects of COVID-19

Early Childhood initiatives play a critical role in reopening the nation's economy as we emerge from the challenges of the last year. The pandemic created ripple effects across not just working families, but entire communities, with many of the problems still to be dealt with.

For many families, that starts with access to affordable, quality childcare programs. Many are unaware of available programs, don't have programs available in their area, or have only expensive options, pricing them out of reliable care. As a result, "childcare deserts" are making it difficult for some families to return to the workforce, and problems such as child hunger worsen, even as the pandemic fades.

Childcare providers and program management also face challenges raising awareness of community resourcing, facing difficulties such as:

- **Providing stability and reliability in the childcare workforce** that will prove key to continued recovery
- **Improving connections with families** and enhancing their experiences
- **Capturing data** that helps deliver targeted communication campaigns around support options
- **Creating programs** that deliver equitable access

With the Granicus platform, agencies focused on early childhood programs, social services, child hunger, and more can build and grow audiences of families and providers, capturing their areas of interest and deepening these relationships with ongoing proactive communications. In addition, Granicus can stand up an information hub that combines information, forms, and feedback prompts with modern, online solutions that can be funded by the American Rescue Plan Act.

“ These funds are absolutely vital to support childcare providers and families and our country's economic recovery... We finally have the resources to invest in childcare in smarter ways, and that includes supporting parents in accessing convenient childcare options in their community that align with their job schedule, as well as paying childcare providers fair rates to support quality childcare.

- Katie Hamm, Acting Deputy Asst Secretary, HHS Office of Early Childhood Development

What If Your Agency Could...

- ✓ **Grow your audience** through a scalable network of 250M opt-in subscribers, encouraging audience opt-in with fully integrated campaigns that span paid, earned, and owned media?
- ✓ **Segment and personalize** multichannel communications by leveraging data to break down large audiences based on demographic- and behavior-based categories?
- ✓ **Increase enrollments** by delivering action-driving messaging to new and current subscribers to educate and inform about available benefits and enrollment process?
- ✓ **Measure access, equity, and impact** with scalable technology that tracks engagement and actions across millions of subscribers with outcome reporting and optimization insights?

Here's how families can better engage with your early childhood programs through the Granicus Civic Engagement Platform:



Seek and sign up for childcare information from the state or school district through

- Email & SMS
- Social Media
- Network Signups



Receive information about subsidized childcare or learn about statewide need programs through

- Landing Pages
- Content Delivery Network
- Segmentation
- Campaigns



Apply for subsidized childcare and receive status notifications through

- Personalized email or SMS invitations
- Segmentation
- Campaigns



Confirm enrollment, learn next steps and receive regular, timely policy updates to stay in compliance through

- Personalized email or SMS invitations
- Social Media
- Segmentation
- Campaigns

Creating Platforms That Impact Communities



The Indiana Family & Social Services Administration (IFSSA) turned to Granicus with a goal of engaging frontline childcare providers with regular information and increasing community awareness of the critical IFSSA services in the Office of Early Childhood and Out-of-School Learning. With the combined power of the govDelivery messaging system and the expertise of the team at Granicus Experience Group, IFSSA saw an immediate impact in engagement, even during the pandemic.

10K+ Average subscriber growth/month

28 Automated drip campaigns developed and launched

48% Open rates, using text and SMS to engage hard-to-reach families

“COVID changed everything for everyone, especially social services. And we were determined not to shut down childcare services. There were too many essential workers that would be impacted by not having that available.”

- Marni Lemons, Deputy Director of Communications, Indiana FSSA

About Granicus: More than 4,500 government agencies use Granicus to modernize their online services, web presence, and communications strategies. We offer seamless digital solutions that help government actively reach, inform, and engage citizens on the first unified civic engagement platform for government.