



FUNDING THE NEXT GENERATION

TOP 10 IDEAS FOR GETTING STARTED ON THE PATH TO DEDICATED FUNDING FOR CHILDREN, YOUTH AND FAMILIES

It is more important to get started than to find a perfect place to begin. Ultimately, success will require work along many different paths. This is not a linear process, and much of the tasks will occur simultaneously. It is impossible to anticipate every opportunity you will have, or every barrier you will encounter. But nothing will happen if you don't get started. Some places to consider:

1. Sharing the vision of a dedicated funding stream with potential allies – at a community meeting or conference.
2. Creating a resource map of expenditures on children, youth and families (Children's Budget). Enlisting support from local government in development and analysis of resource map.
3. Building a community consensus about a key priority funding need, and advocating for increased funding in the next budget cycle.
4. Publishing a report card on the status of children, with recommendations for increased funding of needed services.
5. Researching the potential political landscape for new funding measures – e.g. analyzing the results of previous measures, interviewing friendly "politicos," assessing whether similar or competing measures are "in the works"
6. Identifying and enlisting one or more key groups or individuals whose support would be beneficial from the outset – e.g. an organizing group, an elected official.
7. Creating an ad-hoc coalition or campaign with the purpose of creating a funding stream or campaign, and inviting others to join.
8. Building a community consensus about the rights and/or needs of children, youth and families – e.g. a Bill of Rights, a Children's Agenda. Enlisting support of the city or county legislative body.
9. Assessing public support for increasing services to children, youth and families by conducting a poll or other type of survey.
10. Responding to a community crisis and announcing the intent to take action to garner resources to support solutions.

**WHEREVER YOU CHOOSE TO START,
FUNDING THE NEXT GENERATION CAN HELP.**

**See "Work Plan Planning Sheet" (under Resources on our website)
to continue your preliminary assessment.**