

# 65 Ways to Connect with Families



Anchor organizations such as libraries and museums benefit from connecting with families with young children. Families with young children are naturally connected to multiple community and regional resources to support health, well-being, and social networks. To expand visitation and the core mission to support the developmental needs of children, anchor organizations can benefit from working within a broader network of partners to connect to children and families.

As you consider how to connect to families with young children to build ongoing feedback loops, you must clarify your purpose. Clarify what you hope to learn and your goals for the connection. Use data to determine the specific population of young families you will intentionally build a relationship with to explore shared interests. Consider how to frame why you are asking for this opportunity, what you hope to gain, how you will use the information and experiences you will hear. Share your desire to listen and learn.

Your primary interest is to listen to families' goals for their young children, what services work or don't work well, what services exist that they can't access, and where services and opportunities just don't exist. How can your efforts to increase opportunity and remove barriers for specific children and families benefit you and the partner you select?

## Goals for connection with families with young children

1. Increase organizational understanding of how families with young children of different backgrounds, experiences, and identities think about libraries and museums.
2. Identify organizational and structural barriers to children and their families having the opportunity to take advantage of museums and libraries.
3. Explore how families historically and today have sought opportunities for their children to support child and family well-being.
4. Apply learning in the design, development, and implementation of programs, services, and initiatives.

*Continued on reverse side* →

## ▶ Events

1. Door to door
2. Attend festivals and events
3. Host events
4. Sponsor or serve as a location for events

## ▶ Small or Local Business

5. Laundromats
6. Barbershops
7. Hair salons
8. Supermarkets
9. Local banks/CRA program requirements
10. Other Local businesses
11. Local farms
12. Farmer's markets

## ▶ State or County Programs and Services

13. Local resource and referral agencies
14. Nutrition Programs, e.g., Supplemental Nutrition Program, WIC
15. Part B, Part C (early intervention providers)
16. Workforce investment boards or other employment services
17. Department of Children and Families (child welfare, temporary assistance to needy families)

## ▶ Social Media

18. Facebook
19. Tick Tock
20. Twitter
21. Instagram

## ▶ Local Government

22. Mayor's office
23. County councils, e.g., Council People
24. County government
25. City early childhood director
26. City/state leaders responsible for distributing childcare vouchers
27. City/county/state departments of human services
28. Rental offices
29. Public housing sites
30. Fire department
31. Neighborhood Associations

## ▶ Local Social Services Organizations

32. Refugee resettlement agencies
33. Culturally specific organizations
34. Homeless shelters
35. Family resource centers
36. Family advocacy organizations
37. Family-focused organizations (e.g., fatherhood)
38. Nonprofits that serve families (children, adults or both)
39. Doula and midwife providers
40. Pediatrician and community health centers
41. Home visitors
42. Hospitals

## ▶ Anchor Institutions

43. Art museums
44. Science museums
45. Children's museums
46. Zoos
47. Aquariums
48. Local library branches
49. Children's theater

## ▶ Local Formal Early Education Programs

50. Public school pre-K programs
51. Head start and other childcare programs
52. Family childcare networks

## ▶ Education

53. Higher education
54. Community college
55. Training and vocational organizations

## ▶ Community/Family Recreation

56. Boy & Girl Scouts
57. Boys & Girls Clubs of America
58. Youth sports leagues
59. YMCA & YWCA
60. Pal program (Police department)
61. City parks and recreation
62. Referrals from families

## ▶ Faith-Based Organizations

63. Churches & synagogues
64. Faith-based organizations
65. Religious schools