

Collaboration Proposal for ALSC Board Consideration
Zero to Three – Think Babies
11/28/2018
Prepared by A. Hubbard

General Information

Zero to Three (ZTT) is a highly regarded nonprofit focused on advocacy and professional development in the area of early childhood development. Through their Think Babies™ campaign, ZTT is building a coalition of advocates within the early learning community and beyond to encourage policymakers to act in the best interest of young children. Think Babies is supported by non-lobbying funds and advocates generally on behalf of young children, while Think Babies and Act™ is separately funded and is used to target specific legislation.

<https://www.thinkbabies.org/about/>

Proposed Collaboration

Zero to Three has an established process for becoming a Think Babies partner. This includes providing an organizational logo to be displayed on the thinkbabies.org page and selectively participating in monthly social media campaigns focused on an issue. (e.g. affordable child care, early nutrition). ALSC would be able to choose its level of participation to align with the strategic objectives.

Think Babies™ partners are asked to commit to the following activities:

- Engage your networks in *Think Babies*™ digital advocacy activities; and
- Promote *Think Babies*™ messages and events, including Strolling Thunder™, to your networks. More information about Strolling Thunder™: <https://www.zerotothree.org/resources/1812-strolling-thunder-a-stroll-on-capitol-hill> This is a Capitol Hill Advocacy event to which parents and caregivers bring their young children to D.C. to speak with legislators and elevate messaging.

Additional areas of possible collaboration:

- Co-branded booklists
- Co-branded early literacy resources

Timeline

- Monthly – promotion of online chats focused on an issue (#ThinkBabiesChat)
- May – promotion of Strolling Thunder™, an advocacy day to focus federal legislators on issues related to early childhood development

Potential Benefits

- Elevated awareness of ALSC in early learning space (Advocacy Objectives 3 & 4)
- Increased contact with Zero to Three on an organizational level (Advocacy Objective 4)

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- ALSC could tailor participation to workload.

Potential Drawbacks

- Think Babies Partnership is not time limited; would need to reassess commitment next year
- Online promotion may need to be decreased to less than monthly depending on staff capacity

Impact to Staff

- Minimal to moderate – mostly information sharing, but could involve encouraging member engagement in twitter chats