



No Small Matter Toolkit

Thank you for hosting No Small Matter! The Let's Grow Kids Action Network team is here to help you to use the film in the best way possible. As an Event Host, you are joining hundreds of organizations, advocates, teachers, parents, and a community committed to children and early learning. You are an integral part of the Child Care Campaign and we thank you for your support.

This guide is a comprehensive blueprint to help you plan and execute your dream event. This toolkit includes information about key questions to consider as you embark on event planning, event flow and logistics, a suggested screening- day agenda and what to do after your event is over.

About No Small Matter

[No Small Matter](#) is a feature-length documentary film that explores the overlooked, underestimated and powerful force for leveling the playing field for children today – affordable access to high-quality child care.

The most effective No Small Matter events typically have these elements:

1. **Goals:** Why are you doing this event?
2. **Audience meet during event:** Facilitate opportunities for the audience to connect with one another at the event.
3. **Post-Screening Discussion:** Audiences reflect and discuss the issues raised in the film
4. **Calls-to-Action:** Give clear examples on how to take the positive energy from the event and turn it into clear action steps, ideally actions that can be taken in the moment such as signing the petition.
5. **Join the movement:** Direct the audience to connect with the Let's Grow Kids Action Network and become part of the child care campaign as a key follow-up item. Offer multiple opportunities for engagement. See our Facilitation & Discussion Guide for a complete list of ways to be involved.

Your Goals

Ground yourself and your team in your event goals.

Why are you hosting this event? What are your hopes for your event?

View the film at least once before your event and revisit your goals.

Event Planning Checklist

Use this to start planning your event and collaborate with your team. This is a helpful guide for how to throw a great event — when reviewing it, customize it to meet the goals of your event.

	<p>2 months out</p> <p>Date: _____</p>	<p>Pre-planning:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Gather your team of volunteers and review your goals <input type="checkbox"/> Choose a date and time <input type="checkbox"/> Secure a venue (theater, conference space, school, church, private residence, etc.) <input type="checkbox"/> Contact Let's Grow Kids to request a link to download the film <input type="checkbox"/> Draft an Event Day Agenda. If applicable, plan a reception (food, drink, equipment rentals, etc.) <input type="checkbox"/> Recruit community partners who might help with resources and outreach <input type="checkbox"/> Assign roles & responsibilities: MC, digital outreach, press, event reception, etc. <input type="checkbox"/> Recruit speakers/moderators <input type="checkbox"/> View the film at least once before your event and revisit your goals <input type="checkbox"/> Add quick reference facts that are relevant to your community and audience to the Facilitation & Discussion Guide so that you have them handy during your event <input type="checkbox"/> Decide on your event's call-to-action. Review the Facilitation & Discussion Guide for ideas about effective calls to action <input type="checkbox"/> Ask LGKAN for any materials you may want on hand: handouts, petitions, SWAG, event program, call-to-action postcard, etc.
<input type="checkbox"/>	1 month out	Audience Building



	Date: _____	<ul style="list-style-type: none"> <input type="checkbox"/> Ask LGKAN to create a link for an online sign-up for you to manage registrations <input type="checkbox"/> Create a Facebook event for easy sharing: work with LGKAN to boost social media posts about the event, and list LGKAN as a co-host of the event so it shows on our social media page. <input type="checkbox"/> Use our templates to customize and print your No Small Matter screening flyers <input type="checkbox"/> Schedule the following to encourage people to sign up: <ul style="list-style-type: none"> <input type="checkbox"/> email invitations <input type="checkbox"/> phone call invitations <input type="checkbox"/> social media posts <input type="checkbox"/> Based on your audience, choose the most applicable discussion questions and calls to action from the Facilitation & Discussion Guide
<input type="checkbox"/>	3 weeks out Date: _____	<p>Event Planning</p> <ul style="list-style-type: none"> <input type="checkbox"/> Make calls/send email announcements and ask your partners to share with their call/email lists, too <input type="checkbox"/> Test Audio/visual equipment: Zoom, DVD player, projector, microphones, and any other AV equipment needed for screening <input type="checkbox"/> Download the film (if not using a DVD) and test on several devices and ensure compatibility (Mac or PC) <input type="checkbox"/> Secure food and beverages if providing
<input type="checkbox"/>	10 days out Date: _____	<p>Press Outreach</p> <ul style="list-style-type: none"> <input type="checkbox"/> Customize the press kit for your event <input type="checkbox"/> Send out media alert to targeted media outlets <input type="checkbox"/> Confirm speakers/moderators
<input type="checkbox"/>	3 days out! Date: _____	<p>Final Push</p> <ul style="list-style-type: none"> <input type="checkbox"/> Send a reminder email and ramp up social media outreach <input type="checkbox"/> Coordinate with press for attendance and interviews <input type="checkbox"/> Print/copy signup sheets <input type="checkbox"/> Final AV test <input type="checkbox"/> Final headcount <input type="checkbox"/> Review post screening survey to be sent after event
<input type="checkbox"/>	Event Day!!	<p>Host Your Event!</p>



	Date: _____ 	<ul style="list-style-type: none"> <input type="checkbox"/> Set up a table with Let's Grow Kids & Let's Grow Kids Action Network materials <input type="checkbox"/> Collect attendees' email addresses, phone numbers, and home addresses at the door <input type="checkbox"/> Ask volunteers to help document the event and post about it on social media. See the Facilitation & Discussion Guide for social media handles
<input type="checkbox"/>	1-2 Days Afterward Date: _____ 	<p>Thank You & Follow-Ups</p> <ul style="list-style-type: none"> <input type="checkbox"/> Send post-screening survey to all attendees and reiterate calls to action with links to resources <input type="checkbox"/> Debrief the event with your team: what went well? What support do you need to make it run smoothly next time? What advice would you give to another event host? <input type="checkbox"/> Follow up with everyone who filled out the post-screening survey and indicated an interest in taking an action

We are so grateful that you're leading the conversation about child care across Vermont
 Thank you for being part of the movement!



No Small Matter Facilitation Guide

Thank you for hosting a screening of No Small Matter, a film about the importance of the early years and early childhood education. This guide will help you introduce the film, facilitate a group discussion following the film, and give attendees concrete action steps to be involved in Vermont's Child Care Campaign in order to create lasting change for children.

(Before the Screening)

Introduction/Welcome:

Moderator:

"Thank you all so much for coming to this special screening of No Small Matter. My name is _____ and I'm a Let's Grow Kids Action Network volunteer, and I am so excited to share this movie with you today."

(If people in the room helped organize this event such as sponsors, community partners, colleagues, food vendors, etc., thank them here)

(If there are legislators present, acknowledge them here and thank them for coming).

"Child care is essential for Vermont families, but right now, 3 out of 5 of Vermont's youngest children do not have access to the care they need. When families can find child care, it is unaffordable for too many. Our early childhood educators are also struggling to make ends meet. The current system is a market failure. We have to start investing in child care like the essential service that it is. Without equitable access to a high-quality, affordable child care system, Vermont cannot grow its workforce, support young families, or set its youngest residents up for future success in school, relationships, work, and life. As you'll see in this film, child care is meaningful not only to create a future where our children are healthy and prepared for life's adventures, but also to create a state where early educators are valued in their profession, parents and caregivers can make the best choices for their families and careers, and our businesses are able to attract and retain a robust workforce so that Vermont's economy and communities can thrive.

As this movie explores the importance and need of early childhood education nationwide, following the movie we will have an open discussion about what is happening locally in our communities, your experiences with child care, and what you can do to address this crisis so that, together, we can make Vermont the best place to live, work, and raise a family. Please silence your phones and enjoy!"



(Play “No Small Matter”)

(After the Screening)

Discussion Facilitation Guide (with or without panelists):

*REMEMBER TO KEEP TRACK OF TIME! *

Introductions:

Moderator:

(If there are more than 20 people in attendance, don't do individual introductions, just introduce the panelists)

“To start, let's all go around the room and introduce ourselves with our name and _____” (examples can include where you live, what you do, why you care about young children and their access to child care, what made you want to see this movie, why you want to get more involved, etc.).”

(Everyone introduces themselves)

(Introduce panelists – have bios prepared)

Discussion:

Moderator:

“I will ask a few questions, and we will open the floor for other questions or comments about this powerful film.”



Question 1:

“To start, this movie covers so much about young children- from their developing brains starting in the first days of life to impacts on our local and state economies. What facts or stories presented in the movie moved you?”

Moderator:

Question 2:

“We clearly saw moving stories of people around the country in the film, from health care professionals, armed forces, parents, and early educators, but what have you noticed are the issues in our community here in VT? What are families going through right now in this community?”

Talking points:

Demand:

- 70% of Vermont children under the age of 6 have all available parents in the labor force, meaning they are likely to need child care.
- That breaks down to nearly 22,000 kids under the age of 5 in Vermont who are likely to need some form of child care.

Lack of Affordability:

- Families can't afford to pay more, providers can't afford to earn less.
- The average annual income for a child care worker in Vermont is only \$28,050 – often without benefits (the average kindergarten teacher earns an average annual salary of \$58,290 with benefits).
- Middle-income families with two parents and two young children are spending up to 40% of their income on child care, even with financial assistance.
- The average cost of child care in Vermont for a family of with two young children is over \$20,000 a year- more than the cost of full-time, in-state tuition at a Vermont State College.

Lack of Accessibility

- 51% of Vermont infants and toddlers likely to need care do not have access to any regulated child care.
- 77% of Vermont infants and toddlers likely to need care don't have access to high-quality programs.
- See county specific Stalled At The Start report



Economic Impact

- Investing in child care will create jobs, grow the workforce, and support a strong and resilient Vermont economy for generations to come.
 - Jobs – Thousands of parents – mainly mothers – able to return to the workforce
 - Savings – Vermont families would save \$99 million annually (comes from capping child care costs at 10% per household)
 - An immediate return on investment – \$755 million returned to Vermont's economy each year.

Vermont's workforce crisis:

- Business owners and parents cite the extreme lack of high-quality child care as a central barrier to reentering and rebuilding Vermont's workforce and economy.
 - VT's workforce is the *smallest* it has been in 30 years, and leads the nation in job openings per capita.
 - Even before the pandemic, 82% of VT families with all available parents in the workforce said that the availability of child care impacted how much they were able to work.

Early childhood educators are the workforce behind the workforce:

- While chronic low wages are a key driver behind the current ECE workforce crisis, the pandemic has pushed child care programs to their breaking point.
 - 86% of Vermont child care centers are experiencing staffing shortages
 - Child care workers (mostly women) are so dramatically undervalued and under paid, their compensation ranks in the bottom 2% of all occupations nationwide.
 - Without ECEs, Vermont parents can't get to work. They are the workforce behind the workforce.

Vermont's Demographic crisis:

- Our ability to thrive as a state, to broaden the tax base, maintain the stable workforce our businesses need to thrive and drive economic growth, relies on retaining and recruiting families to live in Vermont. Without access to affordable child care, Vermont will continue to be an unaffordable place to live, work, and raise a family.

Solution:

- In order to fully solve the child care crisis, we need to make long-term public investments in a strong and stable child care system that is affordable and equitably accessible for all Vermont's children and families, and fairly compensates early childhood educators for their essential work.



Moderator:

Open the floor for questions, invite your panelists to answer first, and other participants in the crowd to answer each other's questions.

Question 3:

“We understand what children need to thrive, and how this can level the playing field for children, increase health outcomes, save on spending in special education, grade retention, and reduce crime and drug abuse. What can one person do in order to actually make a difference?”

Calls to action (not limited to the following):

It's important that between now and the primaries in August/general election on November 8, we are out in our communities talking to voters, educating candidates, and working to elect child care champions who understand that child care is essential to Vermont's children, families, and economy and are ready to invest in long-term solutions.

- Join the campaign and take the Child Care Voter Pledge. Commit to vote for and support candidates who are ready to invest in child care.
- Connect with your candidates to ensure they know child care is a priority for Vermonters and have a plan to address the crisis
- Organize your family, friends and neighbors in support of child care candidates
- Like us on social media and share our posts
- Join your local monthly Action Team
- Give a gift
- Share your story in an LTE or Op-Ed
- Join us at the State House in-person or virtually in 2023

Moderator:

“Thank you all so much for coming.”

(Repeat some of the talking points mentioned from the discussion)

(Repeat ways to be involved and why it matters)



“We will be sending out a very quick 1-minute survey, please look for this in your inbox. We really appreciate your feedback. Let’s Grow Kids is a movement made possible by Vermont community members like you, and the film is funded thanks to donors who make our work possible. Thank you to all who support Let’s Grow Kids, to make this movie available to communities like yours for free.”



FOR IMMEDIATE RELEASE:

[Insert Date]

MEDIA CONTACT:

Noah Futterman

NoahF@LetsGrowKids.org

802-729-0128

MEDIA ADVISORY

Let's Grow Kids, [insert name of other host] to Host Screening of First Feature Documentary Exploring Early Childhood Education

Burlington, VT – Let's Grow Kids Action Network and [insert other host name] are co-hosting a screening of *No Small Matter*, the first feature documentary to explore the most overlooked, underestimated, and powerful force for good in America today: early childhood education. Through poignant stories and surprising humor, the film lays out the overwhelming evidence for the importance of the first five years and reveals how our failure to act on that evidence has resulted in an everyday crisis for American families and a slow-motion catastrophe for the country. The film screening will begin at [insert time] in the [insert place], followed by a panel discussion at [insert time].

The event is free and open to the general public, but seating is limited.

DATE: [Insert date and time]

WHERE: [Insert location]

WHO: [Insert panelists and who will be speaking]

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