

NATIONAL CASA/GAL ASSOCIATION SUBURBAN AFFINITY GROUP CALL

Wednesday, April 29, 2020

*This call is being recorded.



Welcome

Blondean Jones
Network Engagement Officer
National CASA/GAL Association for Children





Suburban Leadership Council Co-Chairs

Kim Davis

Leigh Anne McKelvey

Helpful Tips

Reminder

- This call is being recorded

Q&A Box Use

- If you have a question that a National CASA/GAL staff member can assist you with or you need program specific support

Chat Box Use

- If you have a thought, an idea, a suggestion for the whole group



Agenda

Welcome

Resources | Support You Asked For

National CASA/GAL Resources And Support

Social Media | Available Campaigns

Awards of Excellence Update

COVID-19 Stimulus Packages

Local Program Standards Update

Research & Evaluation Protocol

Support Needed to Re-open

Post Covid-19 | Considerations | Plans To Re-open

Affinity Group Email List Invitation

Wrap Up

Blondean Jones

Blondean Jones

Kimberly Koch

Necole Merritt

Necole Merritt

Sally Erny &
Russ Jacobs

Roxanne Mennes

Brad Ray

Sally Erny | All

Sally Erny | All

Blondean Jones

National CASA/GAL Resources | Support

Blondean Jones
Network Engagement Officer
National CASA/GAL Association for Children



Resources | Support You Asked For...

- Support with Social Media
- Approved Readings, Movies & Podcasts
- Virtual Fundraising Ideas
- Virtual Training Opportunities
- Volunteer Access to Trainings | Webinars
- Member Portal Access
- COVID-19 Grants Information
- Virtual Conference Update
- Awards Ceremony Update

National CASA/GAL Resources and Support

Kimberly Koch

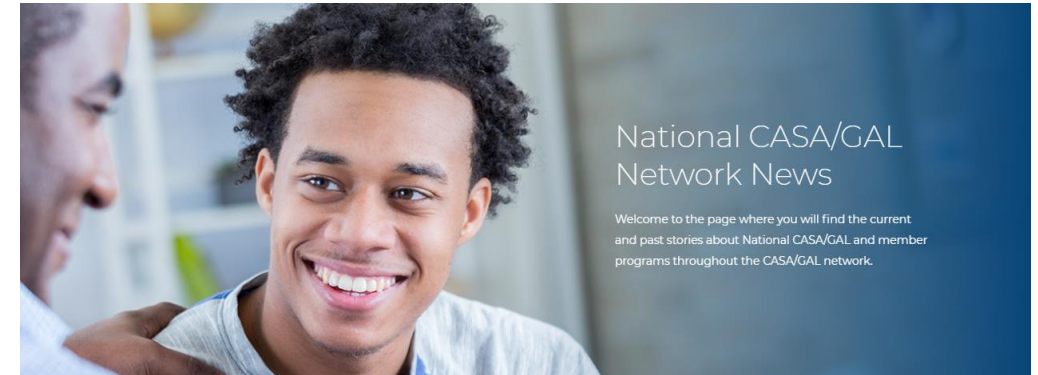
Training and Development Officer
National CASA/GAL Association for Children



Webinars and Volunteer Advocates

To keep up on the latest schedule of training opportunities:

- Please visit [Member Portal>Events](#)
- Refer to the weekly Network News



To share webinar opportunities open to volunteer advocates:

- Customizable email templates will be created for staff to use to communicate the learning opportunity to their volunteer advocates. The template includes: basic webinar information (description, date/time, presenter(s) bio), along with the link to self-register.
- To access the template, **go to the Events page**, find the webinar you are interested in and click View. The template link is embedded in the description on the next page.



Events

In Service Credits and Webinars



- A certificate of completion will be emailed to all live webinar attendees – both staff and volunteer advocates
- The certificate will be emailed within two (2) weeks of the live program

Volunteers & Archived Webinars

- The most efficient way for volunteers to access the archived webinars is for them to register (even if they don't plan to attend the live program.) Post-webinar, National CASA/GAL will send an email to **all** registrants with a link to the recording, along with the presentation materials. Staff could also register and share out the materials post-webinar.
- **Another option**, is for staff to download the archived recording and collateral materials from the [Webinars page](#) on the Member Portal, and share in an email to their volunteer advocates.
- Additionally, staff members should confirm with their volunteers they accessed and listened to the recordings to obtain in-service training hours. National CASA/GAL will provide program staff with a form to share with their volunteers to complete and return to confirm their participation in the archived program.

Approved Readings, Movies & Podcasts



The Spring/Summer 2020 Book and Media list is available on the Member Portal for download and sharing with your volunteer advocates

Member Portal ➡ Training ➡ Reading and Media Lists

Individual Passwords to Access Member Portal

- If someone in your organization does not have a login, the program's chief executive needs to submit a request using the [New Login Request Form](#) embedded in the [Your Membership](#) section of the Member Portal
- If you are a program executive and need a login yourself, [please fill in the form](#)

Pre-Service Training Update

Traditional 30-hour In-person

There are no plans to modify the existing curriculum and it will not be promoted as an option for virtual delivery.

Virtual Fundraising Ideas



03.25.2020

2020 Fundraising and COVID-19

To help CASA/GAL programs respond and adjust to the financial impacts of this pandemic on our mission, National CASA/GAL has compiled the following list of resources, articles and advice.

[VIEW MORE](#)

Member Portal → Network News

Virtual Conference Update

- Discussions are underway to transition the conference workshops to the 2020 webinar offerings catalog
- Planning is under way to offer the following one-day institutes: Volunteer Administration, Strategic Storytelling for Social Impact, Leading in a Time of Crisis, Strategic Management, Racial Equity, and Talent Management

Emergency Grants Update

- **Technology Grants Available | Funding available to help manage video conferencing costs for virtual training (e.g. Zoom) and to utilize Flex Learning as pre-service training option (Moodle support)**
 - Applications have been received from 113 members
 - No direct funding to programs; credit for Moodle Room fees and payments directly to Zoom
- **Emergency Grants. Funding for unanticipated financial hardship**
 - 62 inquiries received to date with 34 applications received

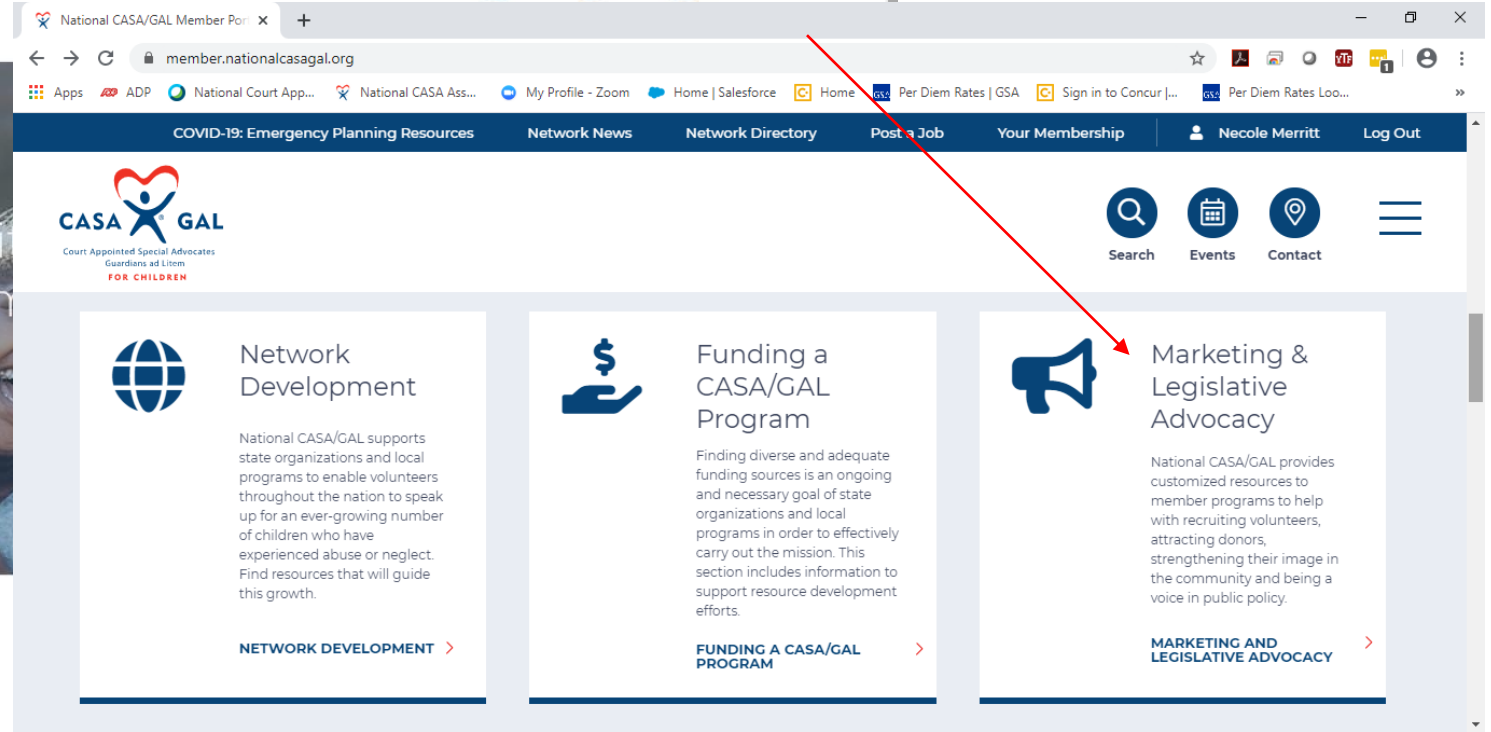
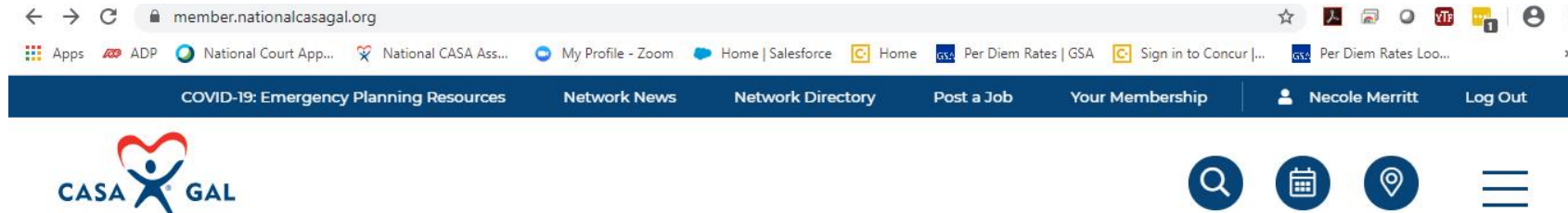
Both opportunities are still open for another week. Submissions have decreased and other non-National CASA/GAL resources have become available (e.g. state funding, PPP)

Social Media | Available Campaigns

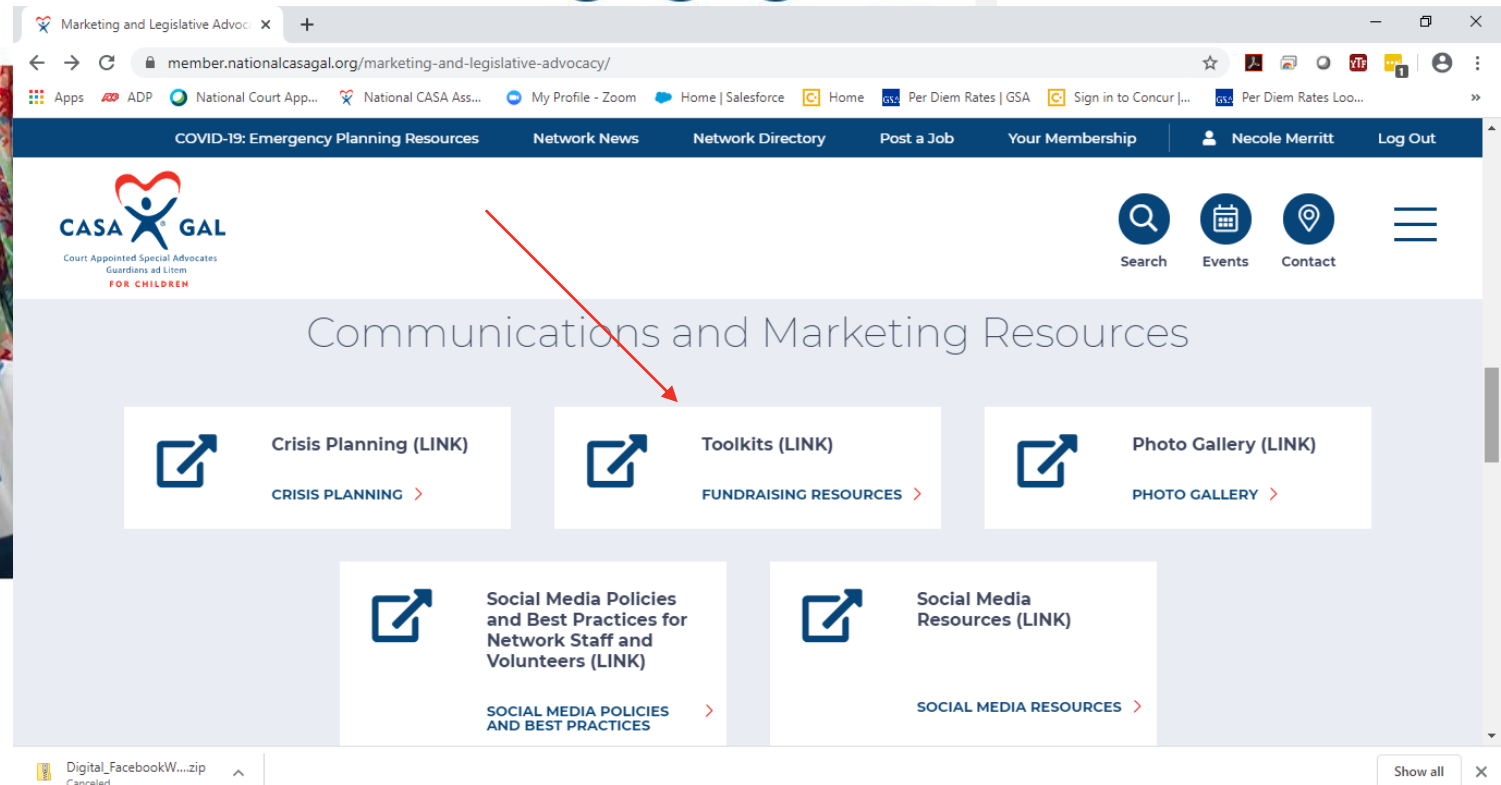
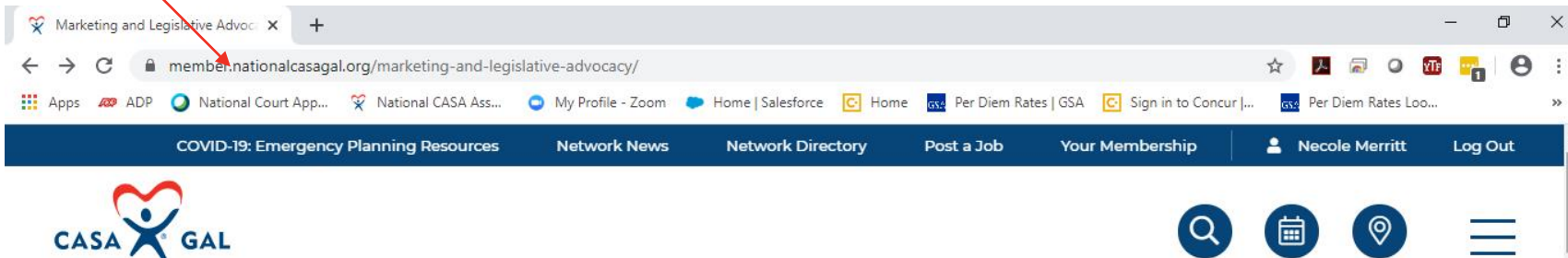
Necole Merritt
Chief Marketing & Communications Officer
National CASA/GAL Association for Children



Marketing & Legislative Advocacy – Member Portal



Marketing & Legislative Advocacy – Member Portal





Marketing & Legislative Advocacy – Member Portal

The screenshot displays the Member Portal for Marketing and Legislative Advocacy. The top navigation bar includes links for COVID-19: Emergency Planning Resources, Network News, Network Directory, Post a Job, Your Membership, and a user profile for Necole Merritt with a Log Out option. The main content area is divided into several sections:

- Year-End Outreach 2019:** Includes Email Headers and Appeals, and Social Media Images and Posts. A red arrow points to the "YEAR-END OUTREACH 2019" link.
- Year-End Outreach 2018:** Includes Email Headers, Social Media Images, and Thank You Cards. A red arrow points to the "YEAR-END OUTREACH" link.
- Child Abuse Prevention Month:** Includes Email Headers, Social Media Images, and Website Banners. A red arrow points to the "Child Abuse Prevention Month" title.
- Opioid Awareness:** Includes Direct Mail Letter, Talking Points, and Brochure.
- National Foster Care Month:** Includes Social Media Images and Website Banners.

Below these sections, a file download notification for "Digital_FacebookW....zip" is visible. The bottom section, titled "Brand Awareness Campaign Materials and Toolkits", provides access to materials from the new Change a Child's Story™ and previous I Am for the Child® campaign. It features two links:

- Change a Child's Story™ Campaign (LINK):** Resources >
- I Am for the Child® Campaign (LINK):** Resources >

Available Campaigns

There are **five** available communications/marketing campaigns on the member portal, Marketing & Legislative Advocacy, [toolkit](#) that can be customized for state and local use.



Toolkit includes: [Child Abuse Awareness & Prevention Month](#)

- Sample fundraising solicitation Message
- Op-Ed template for newspapers
- Sample social media posts
- Sample social media graphics/web banners (CASA and GAL branded)



Toolkit includes (part of Child Abuse Awareness & Prevention): [#EyesOnKids](#)

- Sample press release
- Guidance working with the media
- Sample social media posts
- Sample social media graphics/web banners (CASA and GAL branded)

Available Campaigns



Toolkit includes: Foster Care Month

- Sample social media posts
- Sample social media graphics/web banners (CASA and GAL branded)
- Additional Resources: <https://www.childwelfare.gov/fostercaremonth/spread/>



Toolkit includes: #GivingTuesdayNow

- Social media graphics with CASA/GAL logo
- Complete toolkit is available on the #GivingTuesday website
 - Instructions for use, social media graphics, key messages, sample emails, and much more
- Additional Resources: <https://now.givingtuesday.org/resources/>

Available Campaigns



Toolkit includes: Change a Child's Story

- Sample social media graphics/web banners (CASA and GAL branded)
- Print, PSA's, billboard, radio, collateral materials
- Additional Resources: Change a Child's Story

Awards of Excellence

Necole Merritt
Chief Marketing & Communications Officer
National CASA/GAL Association for Children



A background image of a stage with heavy red curtains. A spotlight effect is visible, illuminating the center of the stage floor and the text area.

You are invited!

WHO: The CASA/GAL Network

WHAT: The 2020 Virtual Awards of Excellence

WHEN: Stay Tuned

WHERE: Virtual Platform

Awards of Excellence Overview

Programs and individuals honored will receive the following from National CASA/GAL Association:

- A \$20,000 grant award will be presented to the affiliated CASA/GAL for program-wide professional development for the benefit of all staff and volunteers of the program

Seven Award Categories:

- Promising Practice Spotlight Award
- Diversity and Inclusion Award
- Board Member of the Year Award
- The Honorable David W. Soukup Judge of the Year Award
- Kappa Alpha Theta Program Director of the Year Award
- G.F. Bettineski Child Advocate of the Year Award
- State Director of the Year

Awards of Excellence Next Steps

Next Steps:

- Convene the 2020 Awards of Excellence selection panels
- Comprised of National CASA/GAL staff, staff members from the CASA/GAL network, last year's winners, and key partners

2020 Virtual Event:

- Winners announced virtually
- Event hosted by an emcee and features guest presenters
- Opportunity to recognize all 68
- Event open to network, supporters, and partners

COVID-19 Stimulus Packages

Sally Erny

Deputy Chief Executive Officer
National CASA/GAL Association for Children

Russell Jacobs

General Counsel & Chief Legal Affairs Officer
National CASA/GAL Association for Children



COVID-19 Stimulus Packages

- Coronavirus Preparedness and Response Supplemental Appropriations Act (“Phase 1”)
- Families First Coronavirus Response Act (“Phase 2”)
- Coronavirus Aid, Relief, and Economic Security Act (“CARES Act” or “Phase 3”)
- Paycheck Protection Program and Health Care Enhancement Act (“Phase 4”)
- Phase 5 and beyond?

Paycheck Protection Program & Healthcare Enhancement Act

- \$483.4 billion stimulus package - interim economic relief measure
- Specifically the bill includes:
 - \$310 billion for the Paycheck Protection Program (PPP), including \$60 billion for smaller lenders to make PPP loans
 - \$50 billion for the Economic Injury Disaster Loan (EIDL) program, and an additional \$10 billion in Emergency EIDL grants that disaster loan recipients can receive
 - \$75 billion for hospitals and other health care providers for treating COVID-19 patients and lost revenues under the DHHS Public Health Social Services Emergency Fund (this is in addition to the \$100 billion provided in the CARES Act for this purpose)
 - \$25 billion in additional funding for COVID-19 testing, including \$11 billion for states and local governments to expand testing

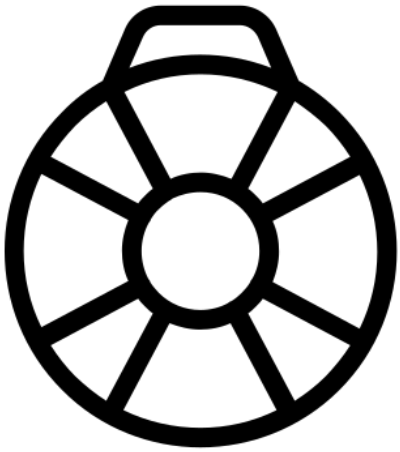
Polling Questions

Polling Questions



- (1) Did you apply for a PPP loan?
Yes
No
- (2) What type of institution did you use to apply for the loan?
National bank
Regional or community bank
Credit union
Other
- (3) If you applied through a **national bank**, what happened with your application?
Accepted
Rejected
Pending
- (4) If you applied through a **regional or community bank**, what happened with your application?
Accepted
Rejected
Pending
- (5) If you applied through a **credit union**, what happened with your application?
Accepted
Rejected
Pending

Paycheck Protection Program - Update



- Forgivable loans to small employers to keep workers on payroll
- Non-profits, businesses, and veterans organizations with less than 500 employees

Letter to House and Senate Leadership

- Increase awareness of the CASA/GAL network & children we serve
- Show our strength
- Request financial support
- Please sign on by Friday May 1
- Following the collection of signatures and submission we will do a broad outreach to the network and others to support the letter with their individual members

Local Program Standards Update | Timeline

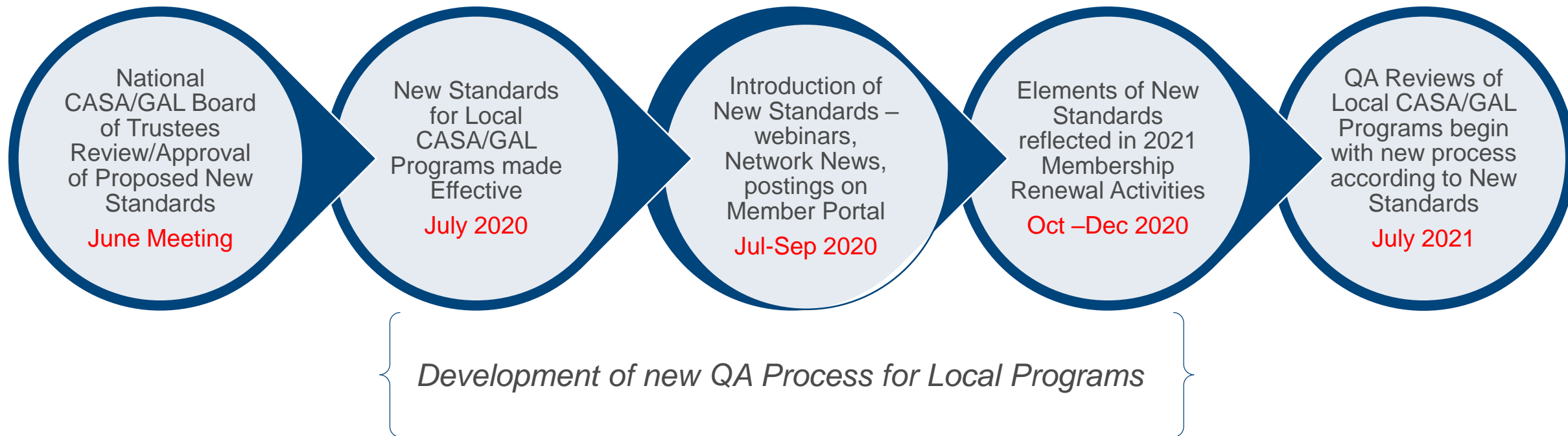
Roxanne Mennes
Director, Program Development
National CASA/GAL Association for Children



Local Program Standards Update | Timeline



Local Program Standards Update | Timeline



Research and Evaluation Protocol

Brad Ray
Senior Performance Measurement Research & Evaluation Officer
National CASA/GAL Association for Children



Implications

Though independent entities throughout the nation, CASA/GAL organizations are viewed as a single network

- Results of research that one member is a party to may have possible implications, not just for that entity, but for us.....

ALL

- That goes for the good, bad and inaccurate results



National CASA/GAL Protocol

Calls for:

- **COMMUNICATION**
- **COORDINATION**
- **COLLABORATION**

In order for National CASA/GAL to
provide technical assistance and support

National CASA/GAL Support

RESOURCES

- Research and Evaluation Protocol
- Contracting Terms and Tips
- Agreement Exemplar

Who does this apply to?

Any representative or organization acting on behalf of a CASA/GAL member organization that is:

- contemplating being a party to an agreement,
- already a party to an agreement, or
- exploring the option of seeking grant or other funding to be a party to an agreement, or
- being approached or required to be involved

...to undertake any research study, including academic study projects, that relates to work or activities generally conducted by the CASA/GAL network

Who doesn't this apply to?

Auxiliary organizations should not engage in research studies for work or activities related to support of a CASA/GAL state organization or local program.

Auxiliary organizations exist to advance and support the work of another organization. Within the CASA/GAL Network, auxiliaries can be a key support component for state organizations and local programs that are unable to raise funds directly.

Next Steps



- Release to the Network with a Supporting Webinar June 22nd
- Available to the Network as a Resource on the Member Portal

Support Needed from National CASA/GAL to Re-Open

Sally Erny

Deputy Chief Executive Officer

National CASA/GAL Association for Children



Personal Protective Equipment Needs

- ✓ Masks
- ✓ Gloves
- ✓ Cleaning Products
- ✓ Thermometers
- ✓ Hand Sanitizer

Support Needed from National CASA/GAL to Re-Open



Post COVID-19 | Considerations | Current Plans to Re-Open

Sally Erny

Deputy Chief Executive Officer

National CASA/GAL Association for Children

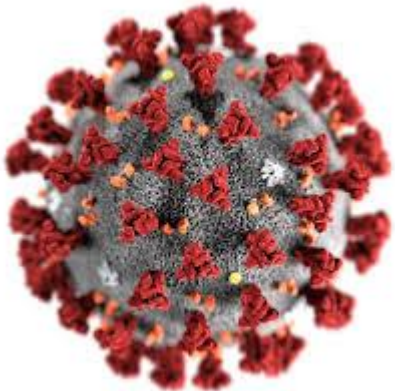


Considerations | Plans to Re-Open



Several states are moving toward re-opening their economies by making plans to ease sheltering in place restrictions yet maintaining social distancing

Please share your thoughts,
ideas, plans and considerations
for re-opening post COVID-19



Affinity Group Listserv

Blondean Jones
Network Engagement Officer
National CASA/GAL Association for Children



Affinity Group Email Signups

Recently National CASA/GAL invited the primary program contacts and executive leadership of our member programs to join our revamped Affinity Group email lists.

By signing up for these lists, local programs can join in discussions with colleagues across the country through four email groups focused on each of the affinity categories: urban, suburban, rural, and tribal. The lists are intended to enable CASA/GAL program representatives to share ideas and resources, including files.

- If you haven't received your invitation from the groups.nationalcasagal.org or you would like to add a colleague from your organization to the group, please go to the [Affinity Groups landing page](#) on our Member Portal and fill in the [signup form](#)

Thank you for your leadership and service!

The Next Suburban Affinity Group Call is May 28, 2020

