AFFINITY GROUP / AG-CDO

Development, communications, and strategy leaders

Build understanding before a crisis and make the community's role visible.

Alice-Lydia Bird

Participants described the difficulty of explaining CBC, state responsibilities, and provider roles to audiences who may assume government funding covers every need. Clear language should connect resources with the experience of children, families, kin, and the workforce.

Relationships with schools, courts, community advocates, media, and other partners need regular attention. The discussion connected everyday storytelling with crisis readiness, emphasizing transparent communication and avoiding claims that oversell success.

The group considered adaptable messages, shared materials, diversified funding, and the capacity required to communicate consistently. Members valued a peer community with light preparation and practical examples that could be adapted to local audiences.

Put the learning to work

- Prepare a plain-language explanation of roles and one specific invitation for a community audience.
- Review a story for dignity, family perspective, supportable evidence, and the permissions needed for its intended use.
- Test a short response process for a difficult issue: who verifies information, who responds, and how partners receive updates.

Questions for your team

What does the audience misunderstand about the resources and relationships families need? Have we built the relationship before asking for support?

Proposed CY2027 connection

August LX; Q1 shared explanation, Q2 audience test and response practice, Q3 evidence-backed message, Q4 Chicago resource exchange.

Source and coverage: Automatic transcript of the CDO/Business Development affinity discussion. Facilitator: Alice-Lydia Bird.