

PHLConnectED: Outreach Challenge Award

Overview and Eligibility

PHLConnectED is offering **outreach challenge awards of \$2,500** to partner schools and pre-K providers that **complete three PHLConnectED outreach activities from the below specified list.**

To be eligible for the award, a school/pre-K provider must operate within one of the following networks:

- School District of Philadelphia
- [PHLConnectED participating charter schools](#)
- Independence Mission Schools school
- Pre-K provider serving students ages 3 and 4 years old

Eligible schools and pre-K providers must also be in or primarily serve students who reside in one of the PHLConnectED priority zip codes: 19104, 19120, 19121, 19122, 19124, 19131, 19132, 19133, 19134, 19139, 19140, 19141, 19142, 19143, 19149, 19151.

Funds will be awarded to incentivize schools and pre-K providers to complete PHLConnectED outreach activities.

Resources

To support outreach activities planning, PHLConnectED recommends you use materials and sample messaging in the program's [Communications Toolkit](#). Additionally, you can request program collateral to be mailed directly to you at no cost by submitting a [Collateral Mail Request Form](#). For additional support or questions, please email PHLConnectED@phila.gov.

Process

To receive an award, schools and pre-K providers must first commit to completing **at least two of the following level A outreach activities** and **at least one of the following level B outreach activities**:

Level A

- Send PHLConnectED flyers home with all students
- Include PHLConnectED messaging in a school-wide family announcement or newsletter
- Post a series of PHLConnectED social media messaging on the highest-traffic school social media platform
- Share PHLConnectED flyers with caregivers during report card conferences
- Other: School/pre-K provider proposed outreach strategy (*must be approved by PHLConnectED Program Manager; please email PHLConnectED@phila.gov*)

Level B

- Present on PHLConnectED during a home and school association, parent-teacher association, or other family organization meeting
- Host a PHLConnectED information session for families
- Host a PHLConnectED information table during a school or sporting event
- Schedule and host a Digital Navigator field-building presentation for staff and/or families
- Call families with students who are not logging on to virtual learning to share information about PHLConnectED
- Other: School/pre-K provider proposed outreach strategy (*must be approved by PHLConnectED Manager; please email PHLConnectED@phila.gov*)

After the outreach activities are completed, schools and pre-K providers must **submit a brief PHLConnectED Outreach Activities Report detailing the outreach outcomes.**

Finally, funds will be disbursed to schools and pre-K providers.

Outreach Awards

Forty (40) awards will be made available across the four school/pre-K provider networks in the following fashion:

- 22 awards to School District of Philadelphia schools
- 9 awards to [PHLConnectED participating charter schools](#)
- 3 awards to Independence Mission Schools schools
- 6 awards to pre-K providers serving students ages 3 and 4 years old

Schools and pre-K providers can **make their outreach commitments on a rolling basis.** All **outreach activities must be completed by May 31, 2022** and all **outcome reports are due by June 7, 2022.** Disbursements are considered a grant and can be used at the school's or pre-K provider's discretion.

Summary: Timeline and Submission Requirements

1. Eligible schools and pre-K providers submit the [Activities Commitment Form](#) on a rolling basis.
2. Eligible schools and pre-K providers complete outreach activities by May 31, 2022.
3. Eligible schools and pre-K providers submit [Activities Report](#) by June 7, 2022 to receive award disbursement.

All disbursements of award funds will be completed by the Mayor's Fund for Philadelphia, except for School District of Philadelphia (SDP) schools. SDP disbursements will be completed by the Fund for the School District of Philadelphia.