



Spotlight PR LLC is a public relations firm dedicated to supporting leaders and organizations committed to social good. We help our clients build their platforms and protect their brands. Our core services are crisis communications, media training, ghostwriting and PR coaching. For retainer clients, we also offer publicity services.

## Our Assignment

THE RAISING  
CHILD CARE  
— FUND

*Early Childhood Funders Collaborative*

The Raising Child Care Fund retained Spotlight PR to support its grassroots partners in 20 states in 2024, including the Center for Community Change's National Day Without Child Care.

## How We Helped



Developed an editorial calendar to guide our work. We also made the editorial calendar available to clients, partners and website visitors.



Capitalized on relevant moments in the news cycle to promote grantees voices and work.



Promote RCCF grantee partners' participation in the Center for Community Change's National Day Without Child Care.



Edited and co-wrote at least 6 opinion essays connected to the Center for Community Change's National Day Without Child Care.



Pitched local Center for Community Change's National Day Without Child Care events.



Organized 4 media trainings to support grantees' ability to amplify their voices and communicate impactfully.



Provided onsite support for an RCCF grantee partner event in Columbus, Ohio

## Results & Outcome

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- We were able to advance the RCCF grantee partners' thought leadership with opinion essays which were published in Newsweek, [St. Louis Dispatch](#), [The Grio](#), [NewsOne](#), the Columbus Dispatch, and other outlets.
- We also helped one of the RCCF grantee partners (the Ohio Organizing Collaborative) generate more than 6 different media hits from this day alone.
- We worked to ensure the RCCF grantee partners to feel heard and respected.

## What We Learned

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This experience reinforced for our team the importance of early planning. Early planning allows public relations professionals ample time to curate media outreach lists, test different messages and angles, and engage journalists.

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