

Driving Public Policy:

Gathering support for early childhood learning, using Hangouts On Air.



Zero to Three is a nonprofit organization supporting early childhood development. They hosted a virtual rally, Rally4Babies, on Google+ to raise awareness and generate public support for increasing early learning policies. Moderator Soledad O'Brien was joined by childhood advocate Jennifer Garner and Secretary of Health and Human Services Katherine Sebelius in this rally which gathered 4x more than their goal of 10,000 signatures.

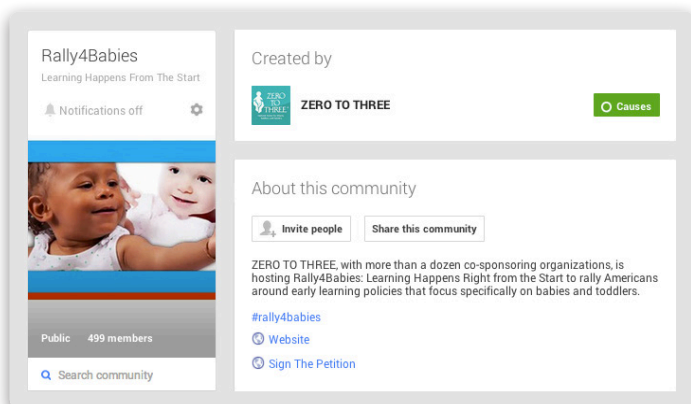
How They Did It

- Zero to Three created a Google+ Community for Rally4Babies, which linked to their website and the online petition.
- The lineup of high profile panel included Secretary of Education, Arne Duncan; Chair of the Board for America's Promise Alliance, Alma Powell; and a special performance by children's musician Laurie Berkner.



Results

- The event drew close to a thousand live concurrent views, with more than 21,300 people viewing the Hangout On Air on YouTube since the initial broadcast.
- The Rally4Babies Hangout On Air was picked up and promoted by Change.org, and press outlets like ABC news, the Huffington Post, and USA Today.
- The Zero to Three Google+ Page increased their followers from under 100 to over 18,120.
- Zero to Three partnered with 25 organizations during the Rally4Babies Virtual Rally.
- The Petition garnered 47,000 signatures – well over the goal of 10,000.



"We had an all-star lineup of rally participants that talked about how learning happens from the start and therefore so must our investments in children."

- Debbie Rappaport, Zero to Three Policy Center