GRANDPARENTS Raising Grandchildren
and Other Relative Caregivers

GRG Monthly E-Newsletter Protocol

Monthly Newsletter:

One GRG newsletter is sent via Mailchimp on the 4ᵗʰ Friday of every month. The newsletter includes a community event/learning activity calendar for each super region (Central/South, East/North Central, and North) within the Fun & Low-Cost Activities section. Other newsletter sections include Announcements, Kinship Family Corner, Resources, County Health Updates and Contact Information for GRG Support Team.

Point of Contacts

Regions	Contacts	Email
NORTH	Enrique Bracamontes	email@sdcounty.ca.gov
	Brooke Lunquist	Brooke.Lunquist@sdcounty.ca.gov
EAST & NORTH CENTRAL	Rola Kojok	Rola.kojok@sdcounty.ca.gov
	Madisen Ferras	Madisen.Ferras@sdcounty.ca.gov
CENTRAL & SOUTH	Ana Castro	Ana.Castro1@sdcounty.ca.gov
	Marisa Serrano	Marisa.Serrano@sdcounty.ca.gov

Mailchimp Credentials

Website	https://login.mailchimp.com/
Username	Kelly.bateson@sdcounty.ca.gov
Password	CSD-OEqC1! *NOTE: Type out password to avoid log in issues.*
Security Questions	**Security Question 1** Name of your first employer? *County of San Diego* **Security Question 2** Who was your childhood hero? *Dr. Wooten* **Security Question 3** What was your first concert you attended? *Live Well San Diego*

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Canva Credentials

Website	https://www.canva.com/
Username	Michelle.hollie@sdcounty.ca.gov
Password	canvaOEqC! *NOTE: Type out password to avoid log in issues. This is a shared Canva account* *Any designs you create within this account can be seen by the whole team*

Timeline & Due Dates

NOTE: Dates may change due to holiday, flex around this schedule

Week 1-3	GSWs compile events and learning activities to add to the calendar template. - Events/activities are sent via email to Students Workers (SW) in each region - Reference Community Updates Smartsheet (used by regional newsletters) Regional Community Updates Content Submission Form - Smartsheet.com - Be sure to check GRG Monthly Newsletter Content Submission Smartsheet GRG Monthly Newsletter Content Submission - Smartsheet.com - Google and subscribe to newsletters for events occurring in San Diego County
3rd Friday of the Month	- All SWs send event calendars to their supervisor for review. - Begin Spanish translation (Gabby & Ana)
4th Monday of the Month	Lead SW sends final English newsletter template to all Supervisors for review (Marisa, Brooke, Mady)
4th Wednesday of the Month	- Gabby sends final Spanish newsletter and calendars to the designated CHPS for review. - Review to be completed by Friday at 12pm.

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4th Friday of the Month	- Final review of newsletter, checking all linked attachments (Spanish newsletter button, Calendar buttons) - Send GRG newsletters through Mailchimp (manually or can be scheduled in advance) by Friday COB *NOTE: If the Friday is a holiday, we will send one day prior.*

Newsletter Roles

Mailchimp	**Newsletter Lead:** Marisa Serrano **Newsletter Template Lead:** Rola Kojok **Newsletter Backup:** TBD - Replicates the monthly template - Adds announcements, kinship corner section updates, new and time sensitive resources - Sends final template to Supervisors for review - Upload final calendars, in PDF - Uploads Spanish newsletter - Sends out newsletter
Regional Event Calendars	**Calendar Leads:** One student from each region **Monthly event calendar template:** - Lead SW replicates templates - SWs add community events and learning opportunities - SWs sends PDF calendar to their Supervisor for review
Smartsheet	**Smartsheet Lead:** TBD **Smartsheet Backup:** TBD Smartsheet: OEqC-CHET ▯GRG ▯ GRG Newsletter > GRG Monthly Newsletter Content Submission GRG Monthly Newsletter Content Submission - Smartsheet.com - Monitor Smartsheet, clean information - Add all Countywide events/resources that are received via submission

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Resource List	**Resource List Lead:** TBD **Resource List Backup:** TBD ● Updates the list as needed ● Share with team when the list is updated, highlight/comment on Canva to share with the team what changes were made and can be replicated in the Spanish version.

Spanish Translation	**Translation leads:** TBD
	Translation Support: TBD
	
	Newsletter and Calendar Translation:
	● Gabby and Ana translate english templates for spanish template
	● Translates super region event calendars
	    ○ North – Gabby
	    ○ Central & South – Ana
	    ○ East & North Central – Ana
	● Gabby sends newsletter and calendars for review to designated CHPS's
	    ○ Val, Cassie, Natalia, Erika, Lorena
	● Gabby uploads final calendars, in PDF, to Spanish Mailchimp template
	● Create a Spanish newsletter campaign and sends to self
	● Copies the Spanish newsletter campaign link and adds to designated button on English newsletter

Newsletter Metrics	**Logistics Lead:** TBD **Logistics Backup:** TBD Smartsheet: OEqC-CHET ⬜GRG ⬜ GRG Newsletter > GRG Newsletter Metrics FY 23/24 [Newsletter Logistics FY 23/24 - Smartsheet.com](#) ● Update the columns with the data from mailchimp

Newsletter Sections

Email Subject Line	● **Subject Line:** GRG Newsletter | Month ● **From:** Marisa Serrano

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	o *Send from full time staff.*
Header	• Seasonal theme made on Canva
Announcements	• Announce GRG events • Countywide events (COSD, LWSD, Parks & Rec)
Kinship Family Corner	• News articles, books, etc. • Links to the Kinship Cookbook and GRG Handbook • AIS links • Share a new recipe from the Kinship Family Cookbook w/ a photo

Fun & Low-Cost Activities	• 3 sections with 3 super region calendars
	   o **Photo:** Calendar with the regional theme/colors, links to event calendar
	   o **Caption:** highlight 2-4 events, guide to Click Here button
	   o **Button:** Links to calendar

Resources	• Highlight resources that are time sensitive or new • Button linking to GRG Resources 1-pager
County Health Updates	• COVID-19 Links • Monkey Pox Links • Additional health announcements as needed
GRG Contacts	• Highlight the email/contact information for the GRG leads
Mailchimp Campaigns	• Links to previous Mailchimp Newsletter Campaign for reference. • Only previous month.

NEWSLETTER EXAMPLE:

View the "GRG Example Newsletter" in Mailchimp to learn more about the newsletter. (Highlighted red items are items that need to be changed each month)

ADDITIONAL DETAILS ON THE EVENT CALENDARS:

- 3 calendars per Super Region
  - Designated colors per super region: Orange for North, Green for East/North Central, Blue for Central/South

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- Front of Calendar:
  - o Event Dates and Names
- Back of Calendar:
  - o Event name, date and time
  - o Brief event description or contact information
  - o Link to registration or flyer (use tinyurl links)
- Calendar is a printable version/size that can be shared
- Contact information for GRG Lead is on the front side

CENTRAL & SOUTH EVENT CALENDAR
SEPTEMBER 2022

GRANDPARENTS Raising Grandchildren and Other Relative Caregivers

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2 Movies in the Park (Luca)	3
4	5	6 Residents Free Days at Balboa Park	7 Community Health & Resource Fair	8	9	10 Kinship Caregiver Celebration Senior Saturday
11	12 Gardening Workshop	13 Residents Free Days at Balboa Park Sketch Night	14	15	16 Movies in the Park (Luca)	17
18 Live Well San Diego 5K Gardening Workshop	19	20 Residents Free Days at Balboa Park Sketch Night	21	22 Fall Prevention Awareness Day Event	23	24
25	26	27 Residents Free Days at Balboa Park	28	29	30 Movies in the Moonlight	31

See page 2 for more details about the events listed above. For questions, email marisa.serrano@sdcounty.ca.gov.

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FUN & LOW-COST ACTIVITIES

Residents Free Days at Balboa Park
Tuesdays | Various Times | Balboa Park (1549 El Prado, San Diego, CA 92101)
Park museums offer free general admission on a rotating basis throughout each month to residents of the City and County of San Diego, and to active military personnel and their dependents. For schedule, visit www.balboapark.org.

Movies in the Park
Friday, September 2 & 16 | Various Times | Various Locations
Visit https://bit.ly/3wv3FvY to see which movie is playing in a park near you. Don't forget your chair, blanket, and snacks!

Community Health & Resource Fair
Wednesday, September 7 | 10 AM - 3 PM | Jackie Robinson YMCA (151 YMCA Way, San Diego, CA, 92102)
Visit the monthly Mobile Health Fair for a variety of resources and services, including diabetes screening, COVID-19 testing and vaccinations, a food distribution, and more! See the flyer for additional event information at https://bit.ly/3pXtTmV.

Kinship Caregiver Celebration
Saturday, September 10 | 4:30 PM (movie starts around 7 PM) | Various Locations
Join us for a Grandparent's Day and Kinship Caregiver Month Celebration! Learn more on how to RSVP at https://bit.ly/3TnsSSV.

Senior Saturday
Saturday, September 10 | 10 AM - 1 PM | Kimball Park Pedestrian Plaza (E 12th St, National City, CA 91950)
Enjoy music, dancing, crafts and snacks for free at Kimball Park Pedestrian Plaza. Learn more at https://bit.ly/3QZs4kW.

Sketch Night with the San Diego Library
Tuesday, September 13 & 20 | 4 PM - 5 PM | Virtual
This free drawing program is for teens ages 10-18. Register at https://bit.ly/3QMfXbI to join and be eligible for a free pizza.

Live Well San Diego 5K
Sunday, September 18 | 7:30 AM | Waterfront Park Downtown (1600 Pacific Highway, San Diego, CA 92101)
Join us for a jam-packed day of fitness, community, and FUN! Register for FREE at LiveWellSD5K.com.

Fall Prevention Awareness Day Event
Thursday, September 22 | 8:30 AM - 12:30 PM | Park De La Cruz Community Center (3901 Landis St., San Diego, CA 92105)
This free event includes speakers, wellness assessments, referrals to local fall prevention programs, and a resource fair. Register at www.surveymonkey.com/r/FPAD2022 or call (858) 495-5500.

Movies in the Moonlight
Friday, September 30 | 5 PM - 10 PM | Escaya Park (1075 Camino Prado, Chula Vista, CA 91913)
Bring the family out for a Movie in the Moonlight. Don't forget your chair, blanket, and snacks! Learn more at https://bit.ly/3R0IhX6.

LEARNING OPPORTUNITIES

Gardening Workshop: Fall Vegetable Gardening
Monday, September 12 | 9 AM - 12 PM | Wild Willow Farm & Education Center (2550 Sunset Avenue San Diego, CA 92154)
This short workshop will cover the basics for preparing a fall vegetable garden. Register and learn more at https://bit.ly/3wp1hGW.

Gardening Workshop: Intro to Composting
Sunday, September 18 | 9 AM - 12 PM | Wild Willow Farm & Education Center (2550 Sunset Avenue San Diego, CA 92154)
This workshop will cover all you need to know to set up your own compost bin. Register and learn more at https://bit.ly/3KdingL.

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