



OUTREACH PLAYBOOK · WORKING NAME: STEADIER HOMES

Who to Reach, and What to Say

Start with the people who already see the problem every week. One small question first, the pitch second, and an easy next step.

GOAL FOR FOUR WEEKS

20 conversations with courts, attorneys, clinics, schools and hosts

TIME-SENSITIVE

Court grant closes 28 October 2026, 5 p.m. Pacific

NEEDED FIRST

Final name, printed referral cards, the partner one-pager

ALL FACTS

Read on official pages, 11 October 2026. Confirm before use

TIME-SENSITIVE: A COURT GRANT CLOSES 28 OCTOBER 2026

The Judicial Council's Access and Visitation grant pays for parent education for noncustodial parents. Only superior courts can apply, and a nonprofit joins as the court's partner, with a 20 percent match. A new program cannot apply alone. The practical step is to ask a Bay Area court's family law division whether it is applying and would name a program like this as a partner. Program coordinator: (916) 643-8004. Review runs through early 2027, so a missed deadline also means the next round is about 2029.

SIX GROUPS, IN ORDER

#	WHO	FIRST SMALL ASK
1	Court self-help centers and family court clerks	Ask what parent classes they point families to, what those cost, and what a provider needs to do to be listed.
2	Family law attorneys and mediators	Ask what they wish existed for clients. Offer a one page summary and a few referral cards.
3	Pediatric clinics, school counselors and social workers	Ask what they do today when a child is stressed by a parent conflict, and where they send the parents.
4	Libraries, community centers and faith-friendly hosts	Ask if they would host one evening, or keep a stack of cards at the front desk.
5	Local foundations and hospital community benefit teams	Ask if they accept a short inquiry before a full application, and who reads it.
6	University psychology and social work programs	Ask who coordinates internships and community research partnerships.

NAMED STARTING POINTS

- **Contra Costa Family Court Services.** The clearest route onto a court list: Local Form FamLaw-132 to fcs@contracosta.courts.ca.gov, attention FCS Manager.
- **Santa Clara, San Mateo, San Francisco, Alameda, Marin.** Each posts resources or a list; none publishes how to be added. Ask Family Court Services how a program is added to its resource list. Santa Clara (408) 534-5760; San Mateo (650) 261-5080; San Francisco (415) 551-5060; Marin Self Help Center (415) 444-7130.

- **Safe & Sound (Kids' Turn).** Says it invites other providers to start a workshop series through a partnership: kidsturn@safeandsound.org, (415) 668-0494.
- **eNew Beginnings.** Online course with randomized-trial evidence, free to county courts and \$49 to parents, per its developer. Ask about partnering or referring.

MESSAGES TO COPY

Replace the words in brackets. Send the first message alone and save the pitch for the second.

First message to a court, clinic, school or attorney

Short and light. One question, no pitch yet.

Hi [Name], quick question. When families in a custody case ask you where to find a free parenting class, what do you tell them? I am helping build a free one for parents in high conflict splits and want to hear what is missing. Do you have two minutes this week?

When they reply with interest

The pitch goes in the second message, and it stays small.

Thank you, that helps a lot. It is a free online course plus small parent circles, built on research about what protects children when parents split. Would it be useful if I sent a one page summary and a card you could hand to families? No strings attached.

A 30 second phone call to a self-help center

For a clerk or program coordinator.

Hello, my name is [Name]. I am working on a free parenting class for families in high conflict custody cases, and I am trying to learn how classes get on your referral list. Who is the right person to ask, and is there a form or a page I should read first?

A short inquiry to a funder

Ask about fit before sending a full proposal.

Hello [Name], I am planning a free parent education pilot for families in high conflict divorce and custody cases, starting with one county and measuring results with established questionnaires. Before I send anything, does this fit your priorities, and is a short inquiry the right first step?

A FOUR WEEK PLAN

Week 1: get ready

- Choose the name and web address
- Print 50 referral cards
- Make a list of 20 starting contacts: 5 courts or self-help centers, 5 attorneys or mediators, 5 clinics or schools, 5 community spaces
- Practice the first message out loud once

Week 2: first ten conversations

- Send the first message to 10 people from the list
- Call two self-help centers
- Reply to every answer within one day
- Write down what each person says is missing

Week 3: follow up and widen

- Send the gentle follow up to anyone who has not replied
- Send the one page summary to everyone who said yes
- Ask one library or community center about hosting
- Send ten more first messages

Week 4: funders and review

- Send two short funder inquiries
- Ask three people for an introduction to someone else
- Review: who replied, what they asked for, what to change
- Pick the next five people

FUNDERS AND FISCAL SPONSORS, HONESTLY

- **Best fits:** county behavioral health early intervention funds (public, can cover parents, county-run), CommonSpirit Health community grants (accept a fiscal agent; the 2026 window closed 18 September, so ask for the next), and Kaiser community health managers by area (no public deadlines).
- **Poor fits for now:** First 5 commissions (ages 0 to 5), Packard (no unsolicited proposals), Stanford Children's (San Mateo and Santa Clara only, reopens summer 2028).
- **Fiscal sponsors to compare in writing:** Social Good Fund (about 5 to 8 percent, no stated minimum), Community Initiatives (10 percent, \$50,000 yearly minimum), Community Partners (9 percent, quarterly windows), Multiplier (9 percent, \$100,000 first-year expectation). Tides is by invitation.

WHO DOES WHAT

#	OWNER	ACTION	DONE WHEN
1	Founder	Choose the name so cards and links can be finalized	Final name chosen
2	Project lead	Call the Judicial Council coordinator and one Bay Area court about a partner role before 28 October	Answer in writing, yes or no
3	Founder	Send the first message to ten people on the list	Ten sent, replies logged
4	Founder	Email Contra Costa Family Court Services for the current FamLaw-132 form	Form received
5	Project lead	Ask Safe & Sound and the eNew Beginnings developer about partnering	Two replies in hand
6	Project lead	Compare two fiscal sponsors' written terms	One chosen

Draft for discussion. Sources and contacts read on official pages on 11 October 2026; they change. Steadier Homes is a working name.