

#AfterschoolWorks: Telling Your Story

July 2020



Afterschool Alliance

The Nita M. Lowey 21st Century Community Learning Centers (21st CCLC) Grant Program 2020 Summer Symposium has been funded in part with federal funds from the U.S. Department of Education. Any products mentioned are only examples and do not constitute endorsement by the U.S. government.

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Afterschool Alliance

The Afterschool Alliance works to ensure that all children and youth have access to affordable, quality afterschool programs that help them, their families, and communities thrive. We focus on expanding afterschool and summer opportunities wherever children live and learn, with respect for every child's needs and identity.




About us and what we do

Wide & deep reach at the grassroots & grasstops

- National Partners
- More than 25,000 program providers
- Work with 50 statewide afterschool networks
- 200 Afterschool Ambassadors at the local level
- Dozens of VISTAs embedded to build state and local infrastructure

AFTERSCHOOL HELPS KEEP KIDS IN SCHOOL

Students who are **chronically absent** are more likely to drop out of school.



Students in quality afterschool programs improve their school attendance and have **higher graduation rates.**

More than 6.5 million U.S. students are chronically absent.

Learn how afterschool can help at
absencesaddup.org

*What words come to mind when
you hear “afterschool
programs”?*





Photo credit: 50 Afterschool
Networks

Advocating for Afterschool: What's at Stake?

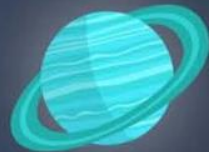
***MORE YOUTH THAN EVER
BEFORE....***

10.2 MILLION

***...ARE IN AFTERSCHOOL
PROGRAMS***



FOR **EVERY CHILD**
IN A PROGRAM,



2

ARE WAITING
TO GET IN.



*We also face challenges
and opportunities...*

... in Washington, DC

... in our states

... in our local communities



75%

of afterschool programs
at risk of

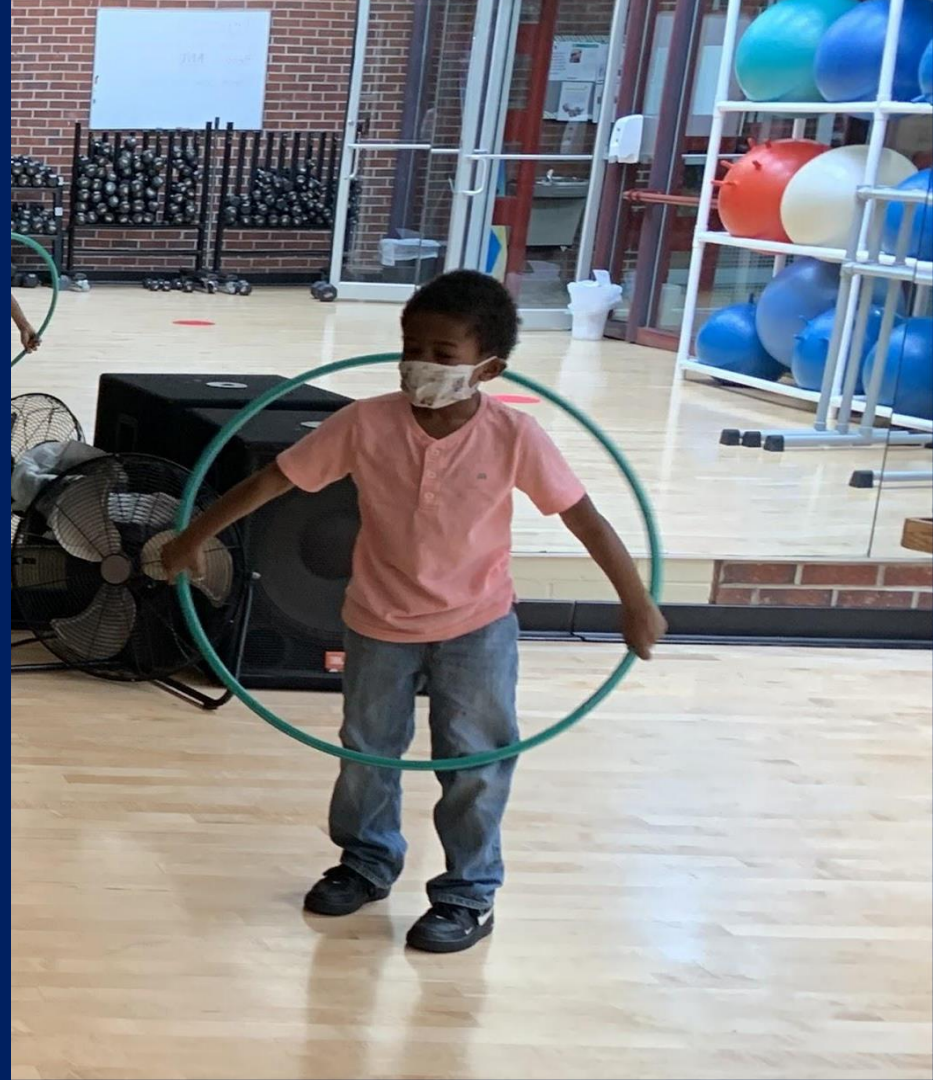
laying off staff
closing permanently

State education budgets could be cut by a cumulative

\$615 billion

\$168,750

In additional costs to operate afterschool and before-school programs this fall



We need to tell the story of afterschool!

Afterschool is essential in serving students during the COVID-19 crisis and recovery afterwards.

Talk to governors, SEAs, Child care agencies, school district leaders

Make sure afterschool is a part of reopening plans.



*What are the major issues
in your community?*



Photo credit: 50 Afterschool
Networks

Messaging Afterschool

*What words come to mind when
you hear “afterschool
programs”?*

The research

3 primary questions

What are the **values that should lead** messaging building support around afterschool?

What messages **best resonate with specific audiences**?

How can we **better communicate** the value of afterschool to **audiences who are typically less supportive**?

Multi-phase

29



One-on-one interviews
w/ education &
business leaders

23



Education opinion
influencers engaged in
an online bulletin board

5







Parent focus groups w/
kids in & not in afterschool

2,200

Adults surveyed in two different national polls



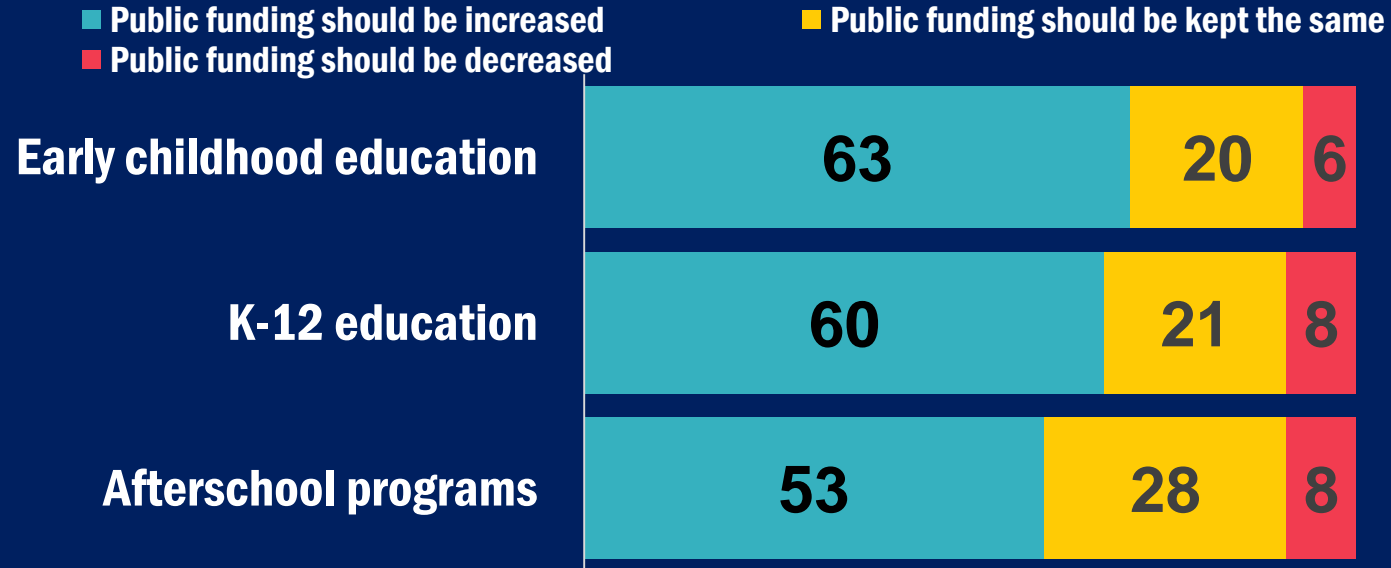
Top takeaways from the messaging research were to **lead with aspirational language, connect afterschool to learning, safety resonates, and to be explicit** when describing the benefits of afterschool.

Think aspirational		Using language like “thrive” and “reaching full potential” is values driven and has a broader range of positive outcomes
Learning is key		Position afterschool as an integral component in the learning process
Broaden notion of safety		Concerns remain around how children spend the hours between 3 and 6 p.m., but focus is now on technology and social media versus crime and drugs in year past
Define the benefits		Try to assert the positive benefits of afterschool without bridging or hedging language

Across the board, stakeholders picture afterschool programs that involve **teamwork, learning, engagement, creativity, and fun.**

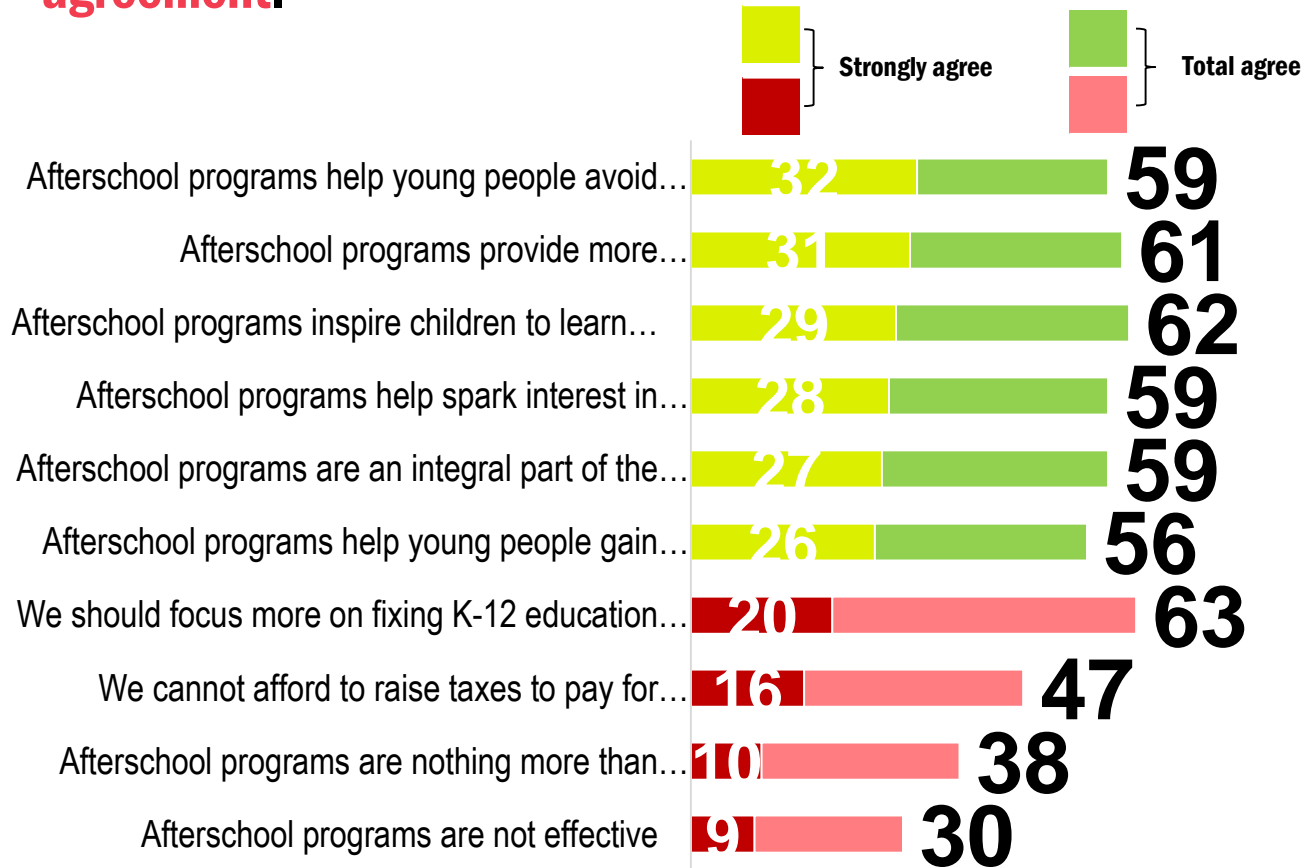


Americans overwhelmingly believe **funding needs to be increased across the continuum of education**. People are as supportive of increasing funding for afterschool programs as K-12.



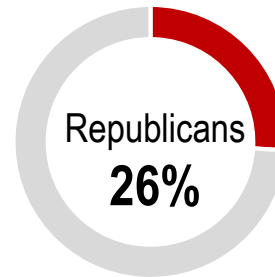
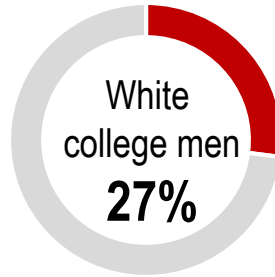
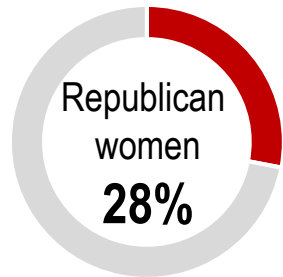
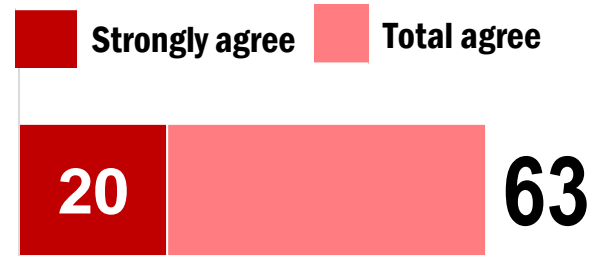
% Not sure is not graphed

Overall, “opposition” values that we tested find less agreement.



However, a majority agree that we should focus more on fixing K-12 education, with **Republican women, white college men, and Republicans** most likely to strongly agree.

We should focus more on fixing K-12 education before focusing on afterschool programs

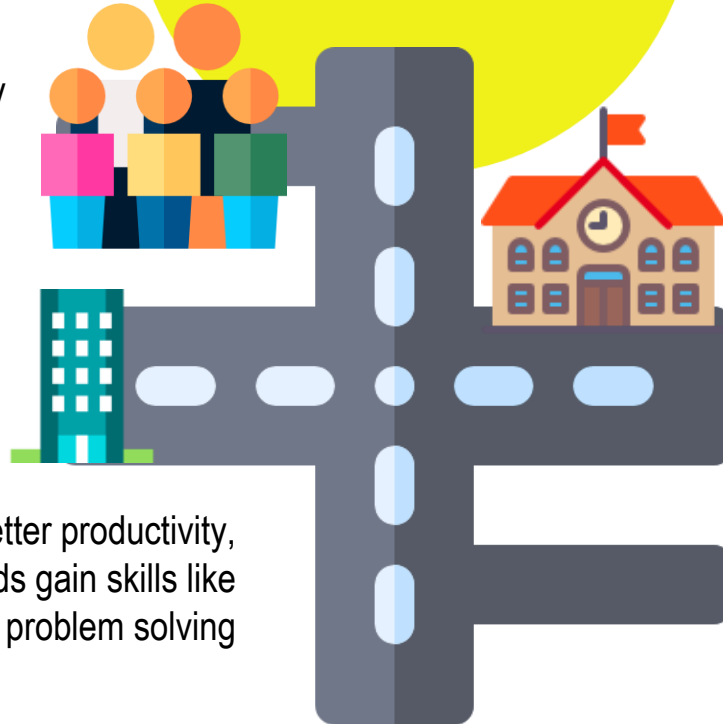


Inspire students to learn

Keep kids safe

Give working parents peace of mind

Parents: Peace of mind, work & family balance, gets kids excited about learning



Educators: Increases interest in learning, provides mentorship, sparks new interests

Business: Better productivity, helps kids gain skills like teamwork & problem solving

Crafting a Winning Elevator Pitch

- *Make it concise*
- *Know your asks. What do you want the person you are pitching to do? What is the key takeaway?*
- *Include a stat or two*
- *Repeat organization name & identifying information*
- *Do you have a compelling anecdote you can share?*



Crafting a Winning Elevator Pitch

Things to avoid:

- Jargon and acronyms
- Complexity
- Using the same elevator pitch with different audiences

Elevator Pitch Sample

*Hi, my name is Chandler, I'm a **City Year AmeriCorps Member** serving the 5th grade class of Ketcham Elementary School in Southeast Washington, DC. **City Year** is a national **AmeriCorps** program that places full-time volunteers in classrooms around the country to offer what we call "whole-child supports," which includes running free afterschool programs for **100 K-5 Ketcham Elementary students**. We offer hands-on **STEM** learning experiences & career exposure to student's in an area that is considered a "**STEM desert.**" This year, **City Year** is celebrating its **10th year as a partner of the DC Public School System** and **we'd be grateful to have you join us at the anniversary celebration this fall.***



Crafting a Winning Elevator Pitch

Take a few minutes to craft your pitch to a local city council member. Consider:

What do they prioritize?

Why should they support you?

What do you want them to do?

Why is your work unique?

What are relevant stats/stories to share?

Practice Crafting Your Own

Round 1:	Each participant shares a <u>2 minute elevator</u> pitch
Round 2:	Each participant shares a <u>1 minute elevator</u> pitch
Round 3:	Each participant shares a <u>30 second elevator</u> pitch

Provide feedback after each pitch!
What was compelling?
What was unclear or can be removed?

Elevator Pitch Template

Hi, I'm [NAME] and I'm the [YOUR POSITION] at [PROGRAM NAME]. [REPEAT PROGRAM NAME] is a publicly funded 21st Century Community Learning Center afterschool program serving [# OF STUDENTS][GRADE RANGE OF KIDS] in the [LOCATION]. As a 21st Century Community Learning Center, [PROGRAM NAME] offers a wide-range of impactful, evidence-based enrichment programming during “out-of-school” hours to students who live in an area of concentrated poverty [OR FRPL INDICATOR]. (What makes your program unique). (Compelling detail you want them to leave knowing – this could be your ask or fact about your org that inspires).



Photo credit: 50 Afterschool Networks

Take Action: Getting your message out there

Building a Social Media Presence

- Know where your audience is
 - Ask parents for their handles on next survey, form, or email
- What do you share?
 - Give audience a window in - share moments from programs, etc.
 - Make it personal - share about staff
 - “Take a look at this” - sharing posts from partners, like us!
- Easy ways to show off
 - **Canva** - free to sign up, non-profits also have access to complete asset library with registration
 - **Video** - People love ‘em, algorithms love ‘em



Preparing a Social Media Action Plan



- Develop your goals
- Determine your targets
- Think through potential partners
- Identify your tactics
- Craft your messaging
- Implement your plan!

Develop Communication Goals

It's hard to measure if you've changed someone's mind, it's easier to measure:

- Signatures on a petition
 - # of partners or parents who shared your action alert
 - # of attendees at an event
 - Total clicks, reach, impression of advocacy campaign
-

As goals, this could look like:

- By the end of this campaign, we'll have 500 signatures on our petition to protect afterschool funding

OR

- By the end of this campaign, 50 parents will have shared/tweeted at our city council

Determine Targets

Who holds the power to make the change you seek?

- **Federal** - Your House Representatives & Senators
 - We make it easy for you: 3to6.co/congress
- **Local** - City Councilmembers, Mayors, LEAs, State Education Department, State Board of Education, School Leaders

Partnerships

Many voices are louder than one!

- Who else in your community supports kids, working parents, and afterschool?

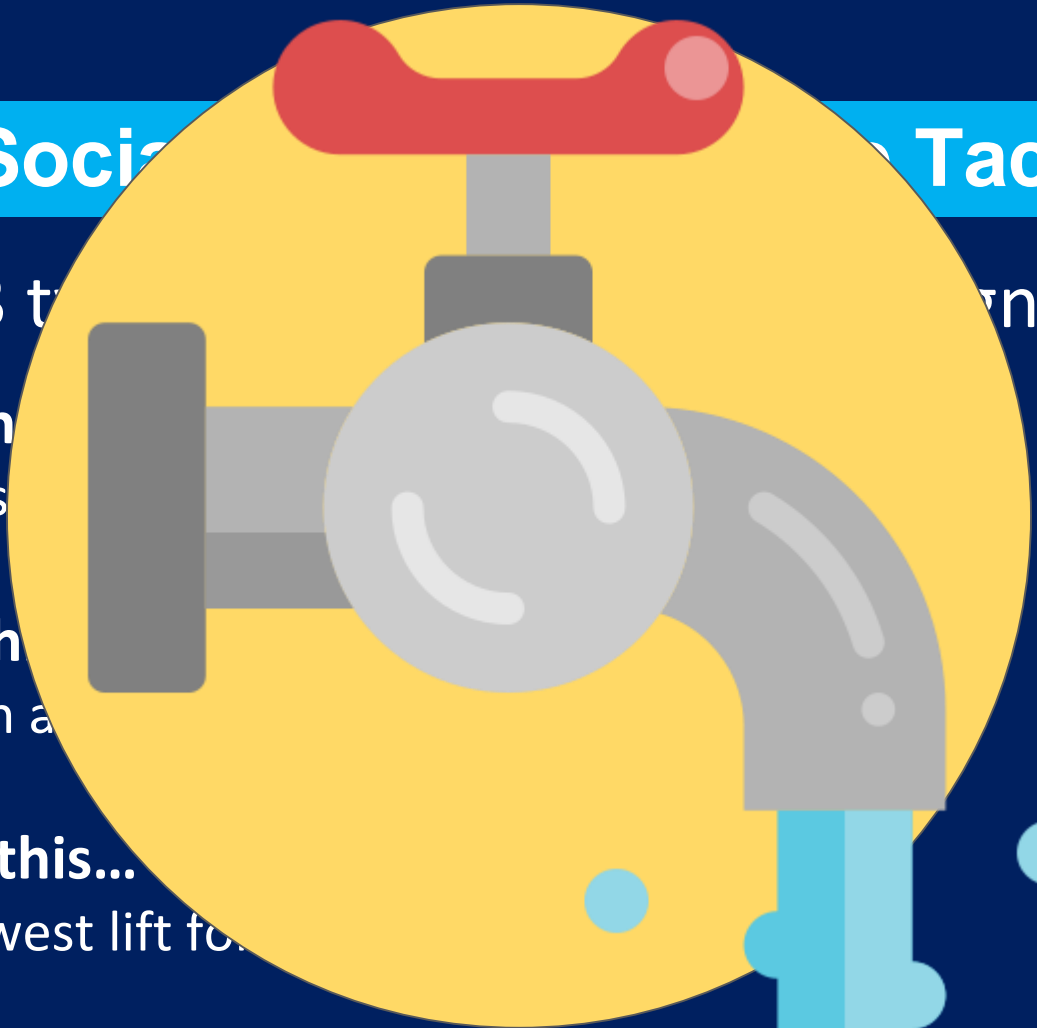
Consider:

- Your Afterschool State Network
- Other afterschool programs
- Parent organizations/PTOs
- School leaders/principals
- Local businesses
- Students/Student advocate groups

Using Social Media Tactics

There are 3 tactics to use:

- **Post the video**
 - Best time to post
- **Click the video**
 - Can a video be shared
- **Share this...**
 - Lowest lift for



Follow Us!



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And subscribe to get email updates:

<http://www.afterschoolalliance.org/get-updates.cfm>

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