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.
Today’s Speakers

Bella DiMarco
Project Associate

Marisa Paipongna
Project Associate

Chandler Hall
Communications Associate

Alexis Steines
Vice President of Field Outreach
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 & grasstips

• 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

Learn more at absencesaddup.org

What words come to mind when you hear “afterschool programs”? 
Advocating for Afterschool: What’s at Stake?

Photo credit: 50 Afterschool Networks
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?
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.

<table>
<thead>
<tr>
<th>Think aspirational</th>
<th>Using language like “thrive” and “reaching full potential” is values driven and has a broader range of positive outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning is key</td>
<td>Position afterschool as an integral component in the learning process</td>
</tr>
<tr>
<td>Broaden notion of safety</td>
<td>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</td>
</tr>
<tr>
<td>Define the benefits</td>
<td>Try to assert the positive benefits of afterschool without bridging or hedging language</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th></th>
<th>Public funding should be increased</th>
<th>Public funding should be kept the same</th>
<th>Public funding should be decreased</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early childhood education</td>
<td>63</td>
<td>20</td>
<td>6</td>
</tr>
<tr>
<td>K-12 education</td>
<td>60</td>
<td>21</td>
<td>8</td>
</tr>
<tr>
<td>Afterschool programs</td>
<td>53</td>
<td>28</td>
<td>8</td>
</tr>
</tbody>
</table>

% Not sure is not graphed
Overall, “opposition” values that we tested find less agreement.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Total agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Afterschool programs help young people avoid crime</td>
<td>52</td>
<td>59</td>
</tr>
<tr>
<td>Afterschool programs provide more opportunities</td>
<td>31</td>
<td>61</td>
</tr>
<tr>
<td>Afterschool programs inspire children to learn</td>
<td>29</td>
<td>62</td>
</tr>
<tr>
<td>Afterschool programs help spark interest in learning</td>
<td>28</td>
<td>59</td>
</tr>
<tr>
<td>Afterschool programs are an integral part of the education</td>
<td>27</td>
<td>59</td>
</tr>
<tr>
<td>Afterschool programs help young people gain knowledge</td>
<td>26</td>
<td>56</td>
</tr>
<tr>
<td>We should focus more on fixing K-12 education</td>
<td>20</td>
<td>63</td>
</tr>
<tr>
<td>We cannot afford to raise taxes to pay for education</td>
<td>16</td>
<td>47</td>
</tr>
<tr>
<td>Afterschool programs are nothing more than school</td>
<td>10</td>
<td>38</td>
</tr>
<tr>
<td>Afterschool programs are not effective</td>
<td>9</td>
<td>30</td>
</tr>
</tbody>
</table>
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.

- Republican women: 28%
- White college men: 27%
- Republicans: 26%

Total agree: 63%

Strongly agree: 20%
The afterschool programs that I took part in really didn't have a lot of this. Sure, we had some physical activity, but it wasn't...most of the time it was sit down and color or something like that. You know it wasn't anything structured.

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

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

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

<table>
<thead>
<tr>
<th>Round 1:</th>
<th>Each participant shares a 2 minute elevator pitch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Round 2:</td>
<td>Each participant shares a 1 minute elevator pitch</td>
</tr>
<tr>
<td>Round 3:</td>
<td>Each participant shares a 30 second elevator pitch</td>
</tr>
</tbody>
</table>

Provide feedback after each pitch! What was compelling? What was unclear or can be removed?
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).
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](http://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: Determine Tactics

There are 3 types of social media campaigns:

● Post this…
  ○ Best for grassroots organizing & story sharing

● Click this…
  ○ Can also be “sign this…”

● Share this…
  ○ Lowest lift for your followers
Follow Us!

@afterschool4all

@afterschool4all

/afterschoolalliancedc

And subscribe to get email updates:
http://www.afterschoolalliance.org/get-updates.cfm
Contact Us

Alexis Steines, asteines@afterschoolalliance.org
Chander Hall, chall@afterschoolalliance.org
Marisa Paipongna, mpaipongna@afterschoolalliance.org
Bella DiMarco, bdimarro@afterschoolalliance.org