The 202 Afterschool for All Challenge:
Part 1: Advocacy Basics

February 19, 2020

Afterschool Alliance
Webinar Agenda

• What is the *Afterschool for All Challenge*?
• Update on current federal policy and why your voice matters
• Navigating a meeting with elected officials and their staff
• QUESTIONS!
Day 50

States

Hundreds of afterschool advocates on Capitol Hill

Thousands raising their voices in support of afterschool and summer programs
Afterschool For All Challenge: March 18, 2020

We're heading to Capitol Hill to make the case for the programs America's kids and families count on. Join us — reach out and encourage your elected officials to support afterschool.
The objectives

- Establish a relationship and yourself as a resource
- Get afterschool on the radar
- Emphasize the need to maintain and increase federal support
- Three ways to reach out:
  - Come to DC and meet with Hill offices
  - Call or email
  - Tell a friend!
We must raise our voice loud and clear

- Fourth proposed elimination of 21st CCLC last week
- Tight spending caps
- Long-term funding decisions
- Increased local need and demand
- New opportunities
Accepting the *Challenge* is easy!

- Register
- Show up at NAA Convention in March and meet your state team
- Attend Hill Prep Session Tuesday afternoon, March 17th
- Research and prepare for your meeting
- Script your talking points
- Attend the meeting
- Follow-up and stay in touch
Hill Visits for Beginners

- Plan & Prepare
- Flexible & Friendly
- Confident & Concise
Tips for Effective Advocacy

• Arrive early – security lines
• Be flexible – meetings occur in many places!
• Staff are an important audience
• Courtesy and friendliness are key
• You are the expert
• Stay on task and make the ask

Remember you are building a relationship!
Available resources

- Meeting tips
- State-specific data
- 21st CCLC, CCDBG, and more info
- Sample talking points
- Feedback form
- Summary of asks

Afterschool Alliance
Please bear with us as we resolve audio difficulties.