

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!



1

Day

50

States

Hundreds

of afterschool advocates on Capitol Hill

Thousands

Raising their voices in support of afterschool and summer programs

NAA CONVENTION 2020

and the Afterschool for All Challenge

MARCH 15 - 18, 2020

WASHINGTON, D.C.



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ABRAMS**



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MCKESSON**



**ALEX
SHEEN**



**GINA
WARNER**

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.

[↗ Email Congress Now!](#)

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





Questions?

Please bear with us as we resolve audio difficulties.



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