Experiencing Delays?
Try closing out the other programs running on your computer.

Have a question or comment?
Use the group chat to interact with presenters and other participants.
Agenda

Lights On Overview & New Planning Tools (Ursula Helminski, Afterschool Alliance)

Tips from a Lights On Organizer (Mark Cowsert, Afterschool Ambassador Alum, Missouri AfterSchool Network)

Media Strategies (Lisa Lederer, PR Solutions)
1 million Americans celebrate at 8,000 + events nationwide
Why host a *Lights On Afterschool* event?

✔ Call attention to your program’s successes
✔ Show community leaders youth and program in action
✔ Highlight the need for more resources
✔ Start or solidify a relationship with elected officials
✔ Engage private sector and local business
✔ Get media coverage/develop media relationships
✔ Nurture new partnerships and funders
✔ Build awareness and goodwill in the community
✔ Give your children, your staff and parents something to celebrate!
Step 1: Register

HOST A LIGHTS ON EVENT

Tell us how you plan to celebrate! When you register your event as an official Lights On Afterschool celebration, you’ll receive an event starter kit, which includes 10 free posters to help you promote your event, and make you eligible for cool prizes each week.

Sign Up for Lights On Afterschool

Your first step is to create a Lights On account. This new feature will allow you to update your event info as your plans are firmed up – just come back to this page or have to call us to update your info, and media and guests looking for an event in your community will be able to get the latest details on what, where, and how!

If you already have an account, login here.

Create Your Account

Username*

Required. 150 characters or fewer. Letters, digits and @/./+/-/_ only.

Email address
Step 1: Register

10 Free Posters

Weekly *Lights On* planning tips

Be Counted!

By hosting one of 8,200 events nationwide, you helped make *Lights On Afterschool* 2016 the **brightest yet**—congratulations! Now it’s time to ensure your event has a lasting impact.
Step 2: Get Inspired
Event Themes & Ideas

Event Themes
A theme can strengthen your event by giving it a focus. Who you invite and involve can make the difference between a one-day hit and a long-term result.

Youth & Parent Voices
With afterschool funding on the chopping block, it’s essential to give parents and youth ways to voice their support. The kids and parents in your program know what they need and can lead the charge.

Health & Wellness
Your Lights On Afterschool event can about the importance of providing youth with opportunities to learn healthy habits for life. Check out these ideas to help plan a fun and healthy event!

Searchable Ideas Database

Event Ideas & Activities
Events come in all shapes and sizes. Celebrations might include an open house, breakfast summit for local leaders, student performance, candlelight vigil, or as getting support for your petition. Pick something that works for your community program.

<table>
<thead>
<tr>
<th>Theme: (multi)</th>
<th>Activities: (multi)</th>
<th>Planning Time: (multi)</th>
<th>Difficulty: (multi)</th>
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<tr>
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<td>Any</td>
<td>Any</td>
</tr>
<tr>
<td>Youth &amp; Parent Voice</td>
<td>Open House/Site Tour</td>
<td>1 Week</td>
<td>Beginner</td>
</tr>
<tr>
<td>Health &amp; Wellness</td>
<td>Carnival/Festival</td>
<td>2 Weeks</td>
<td>Intermediate</td>
</tr>
</tbody>
</table>

Audiences:
- Parents/community
- School/Ed leaders
- Policy Makers
- Media
- Families
Step 3: Get Planning

Our Event Planning Guide has everything you need to:

• Showcase students & tips on involving youth in planning and celebration
• Involve partners & use your own or see our list of local supporters
• Sample invitation to policymakers, business leaders & more!
PLANNING TIMELINE

Planning a memorable event doesn’t need to take a lot of time or energy. Whether you’re putting things together a week beforehand or starting to plan months in advance, our interactive timeline gives you a checklist to get organized & keep your planning on track.

Get Started

Ideal planning period: 6 to 10 weeks ahead of your event

LOGISTICS

- Set a budget. Reach out to potential partners who may be willing to sponsor your event.
- Finalize the time and location of your event.
Engaging Policymakers

Policymakers at every level of government are critical allies in expanding the resources available to support afterschool programs. Consider inviting them to your event to learn about the impact of after-school programs on students.

Invite policymakers to your event

The opportunity to see and hear the impact that afterschool can have on a child’s life is invaluable. Use this sample language to invite policymakers to attend your Lights On Afterschool event and see for themselves.

Proclaim Lights On in Your City

Nearly every governor across the country issues a proclamation in support of Lights On Afterschool each year. Proclamations are an easy way for your community to celebrate, and can be made by your mayor, local officials, or even by organizations.
Events Can Be Easy

1. Decorate light bulb art
1. Host an open house
1. Put on a talent show
Keys to Success

✔ Build event around your goals

✔ Make the most of existing relationships & resources

✔ Involve youth

@afterschool4all  afterschoolalliance.dc

#LightsOnAfterschool
Mark Cowsertr
Missouri AfterSchool Network,
Afterschool Ambassador Alum
THE FUTURE'S SO BRIGHT

You are cordially invited to attend
TIGER ACADEMY'S
21st CCLC
LIGHTS ON AFTERSCHOOL EVENT
as we honor The Branson Airport, LLC for their
generous contributions to our afterschool programs.

October 25, 2018
4:30 p.m. to 5:30 p.m.
Hollister Elementary School Cafeteria
Award Ceremony will begin at 5:00 p.m. with refreshments to follow
Afterschool for All
Lisa Lederer
Afterschool Alliance
PR Solutions
Media Strategies that Work

✔ It’s the most visible time of the year for afterschool programs
✔ There are many ways to be effective in engaging media
✔ Think about all types of outlets in your market
✔ Think about all types of news you can make
✔ Make it easy for journalists to cover your event
✔ Prepare succinct, powerful, relatable messages
✔ Select diverse, compelling messengers
✔ Lay the foundation for ongoing relationships
✔ Use the tools the Afterschool Alliance has created
Why Poughkeepsie is rallying for after-school programs

By the time Poughkeepsie student Aiden Mesa gets home from school, he's already cleared one big task off his to-do list.

He does his homework during an after-school program, held at Krieger Elementary School by the community organization Family Services.

"When I get home, I don't have to worry about it," said Aiden, 9.

Aiden and his little brother, 5-year-old Jovanny, are among 150 children who participate in Family Services' after-school programs at Krieger and Clinton elementary schools.
NORTH PLATTE, Neb. (KNOP) - The city of north Platte celebrated after school programs Monday. Mayor Dwight Livingston honored the city's Kids Klub program at a celebration at Wild Bill's. He proclaimed October 8 as "Lights Out Against Bullying Day." The announcement was made in Wild Bill's Conference Room. It's part of Kids Klub's Lights Out Against Bullying campaign.
Greenville ‘ACEs’ put on a show Thursday

Brad Kellar  Oct 25, 2018

Dancers from the Travis Elementary School/Sixth Grade Center performed during Thursday’s annual After School Rally.

Submitted photo  Oct 25, 2018

Five sites tapped for 2018 Lights On Afterschool

Submitted photo  Oct 17, 2018

Homework help, hot meals and ‘safe haven’ – Greater Johnstown touts after-school program

By David Hunt
dhunt@fnidem.com  Oct 26, 2018

Members of the After School Live Dancers perform for the Greater Johnstown Middle School students during a Lights On event at East Side school on Thursday, Oct. 25, 2018.

Submitted photo  Oct 26, 2018
Letter to the Editor: Tom Haggard of Covington Partners asks for support of after-school programs

Oct 16, 2018

To the Editor:

This Thursday, hundreds of parents, students, educators, business leaders, policymakers and others will come together around our community to mark the 19th annual Lights On Afterschool, the nation’s only nationwide rally for after-school programs. Programs across the region will be hosting open houses, inviting families to participate in fun activities and giving thanks to elected officials and policymakers.

Afterschool programs keep children safe, inspire them to learn, and give working families peace of mind during the after-hours where unsupervised kids can get into trouble. These programs also serve an important function to provide equitable access to academic support, youth development activities as well as other support programs and services for children and families experiencing poverty.

Throughout Covington Independent Public Schools, afterschool programs are providing an array of supports and services for children, such as:

- Last year, 697 students participated in 14,288 hours of Science, Technology, Engineering and Math (STEM) activities.
- Last year, 51 students participated in 14,738 hours of visual and performing arts activities.
- 21 students participated in the 2018 Coding Challenge for Kids, a Milliken sponsored event.
- Linking afterschool programs to the 2018 Great American Read, 37 children read and discussed the same book.

Like many other states and cities, afterschool programs have been the answer for my family. Every weekday afternoon, the Boyer ACE Program makes sure my children and many others are well cared for, getting help with homework, physical exercise and exposure to all kinds of expanding opportunities, including computer coding, robotics and arts and crafts.

I’ll visit The Courthouse to join a nationwide celebration of the outstanding work the local afterschool movement and as part of the 19th annual Lights On Afterschool celebration, organized by the Afterschool Alliance.

I am a working mom, with three kids in elementary school. Before we found an afterschool program for my kids, afternoons were time of worrying about whether everyone was safe and sound. I would imagine the afternoon school bell going off each afternoon, and the worries with start. With the plan I put in place for my kids, I am so thankful for the opportunities they have had that continues to benefit every day.
Reaching out to the media

Lights On Afterschool provides a wonderful opportunity to generate positive news coverage of your afterschool program and to remind the public of the need to support afterschool programs.

Use our sample media alert to tell reporters about your Lights On Afterschool event, and convince them that it's a genuine news story worthy of coverage.

Adapt this sample news release for your own event. Distribute it to media who attend, and then email or fax it that same day to reporters on your press list who missed the event.

Lights On Afterschool is the biggest day of the year for afterschool to make a splash online, get trending, and share with new audiences about the impact of afterschool programs.

Sample media alert
Sample news release
Tools for social media

STEP-BY-STEP OUTREACH GUIDE
Questions?
Don’t Forget to Celebrate!