

Before the site visit, share these talking points with the person who will greet the policymaker and accompany him or her on the visit. These talking points are intended as a guide. Your team should revise them as needed, including adding details about how the program helps kids, families, and the community.

Greeting

- ▶ Thank you for coming to see us. We're excited about today and really appreciate your time! Before we start, I wanted to tell you a little about us and walk you through what we have planned for your [30 minutes] here.

Program highlights (2-3 minutes)

- ▶ We serve [100 elementary, middle, high school children] and their families who live in [community] here at [program name].
 - ▶ Touch on the critical support your program provides your community specifically in keeping kids safe and helping working parents—Is your program supporting many families in need, parents who work two jobs, or parents in active military service? A community hard hit by an economic downturn or industry decline? Or are gangs, drugs, or low achievement levels a community concern?
- ▶ Kids love this program because they [get help with homework, have time to build STEM projects, get a healthy snack, have time to play basketball outside with their friends].
- ▶ Right now, [painting a mural of _____, preparing for a chess tournament, building an app to _____, preparing to perform 'name of play or dance'] is one the most popular projects we're working on.
- ▶ Our program is made possible with support from [a federal 21st Century Community Learning Center grant, etc.]. Without 21st Century Community Learning Center funds, we would have to close our doors or cut students and families served.
- ▶ We also partner with local organizations, such as [name a few partners you work with in the community, like a museum, theater group, university, local business].
- ▶ I hope you get a sense of the energy here—kids are very engaged. We give them help with trouble spots and opportunities to explore their interests hands-on. Along the way, these kids blossom.
- ▶ Because of afterschool, kids are actually less likely to get into trouble and more likely to do better in school and graduate. [If you have data on your program, adapt this to briefly share the top outcomes, such as increased school attendance, improved behavior, grades, etc.]
- ▶ As you can tell, we're proud of the future citizens developing here – we see leaders, good decision-makers, and team players.

Today's schedule (2-3 minutes)

- ▶ We'll start by taking a tour of our space, including the [homework room, reading area, outdoor play area, art/science stations] with [staff member, student].
- ▶ As part of the tour, we've planned [a short demonstration project/performance on ...] so you can see firsthand what the kids are working on and how proud they are!
- ▶ After the tour, we've set aside [10 minutes] for you to sit with [parents, business owner, teacher/principal, museum director, librarian, police officer who live in town/city]. They have some short stories to share about what this program means to them and how it's making a difference here in [town/city].
- ▶ Please feel free to ask questions along the way and talk with the students or staff.
- ▶ I'll make sure we stay on schedule and have the visit wrapped up by [time].
- ▶ Do you have any questions before we get started?

Wrap up (2-3 minutes)

- ▶ We are really grateful for your visit today. The [kids/parents] especially enjoyed [talking with you about or working with you on ____].
- ▶ I wanted to give you some additional information about our program and afterschool in [state].
- ▶ These materials summarize important research about afterschool, including how it helps [... name 1-2 critical issues for this policymaker... boost school attendance, kids make gains in reading and math, kids graduate on time, reduce crime, save employers money, etc.]
- ▶ Share one-pager, brochure, factsheet
- ▶ As you've seen today, this program provides incredible opportunities to help kids in [town/city] learn and reach their full potential.
- ▶ Just as important, our [100] parents rely on us. In many of our families, both parents work. They depend on us to keep their kids engaged, safe and on track after school lets out.
- ▶ Without this program, many parents would have to cut their hours at work, quit their jobs or leave their kids unsupervised after school. That's the reality in many communities and one of the reasons why so many afterschool programs have a long waitlist.
- ▶ Right now, we [are at full capacity/have 20 kids on our waitlist]. Statewide, there are [200,000] kids who would enroll in afterschool, if a program were available.
- ▶ Your support really makes a difference.
- ▶ Our families and partners were excited about you coming here today and we'll be sure to let them know it was a very successful visit. We will follow up with [name of staff member] and share the photos we took today.
- ▶ Thank you again for your time and your support. I'd be happy to answer any questions you have now or in the future.



afterschoolalliance.org

The Afterschool Alliance is a nonprofit public awareness and advocacy organization working to ensure that all children and youth have access to quality afterschool programs.