

# DIGITAL ACTION TOOLKIT

## INTRODUCTION

On Mar 11, President Trump unveiled his 2020 full budget proposal. Among his priorities? Singling out 21<sup>st</sup> Century Community Learning Centers—the only dedicated source of federal funding for afterschool and summer learning programs—for elimination.

**Nearly two million children and families are at risk of losing the programs they rely on.** Congress will decide what happens next—and it's more important than ever before for afterschool supporters like you to speak out and share why afterschool matters to you, your family, and your community.

## FIRST AND FOREMOST...

- Be sure to use the hashtag **#AfterschoolWorks** in your tweets and Instagram posts.
- Reach out to your members of Congress and urge them to support federal funding for afterschool programs. You can send a letter and make a phone call via <http://3to6.co/congress>.
- Follow us on Twitter, Instagram, and Pinterest **@afterschool4all** and on Facebook **@afterschoolalliancedc** to keep up with the latest news on the battle to save afterschool.

## TELL YOUR AFTERSCHOOL STORY

Later in this toolkit, you'll find sample social media posts that you can easily copy and paste to show your support for afterschool. But telling your personal story about the impact an afterschool program has made on your life is by far the most effective way to capture people's attention and convince them that **#AfterschoolWorks**.

**Not sure where to start?** We've put together some prompts to help you think about how afterschool has made a difference in your life.

**There are plenty of ways to tell your story.** Here are a few ideas.

- **Tweet** your written story using the hashtag **#AfterschoolWorks**. Can't fit it all into 280 characters? Turn it into a thread by replying to your own tweets (you can remove your handle from the beginning and they'll still be threaded together!).
- **Post on Facebook.** Create a status with your written story
- **Create a video.** You don't need fancy equipment to create awesome video content. Just grab your smartphone and speak from the heart straight into the camera. Keep it under 60 seconds (the shorter the better) and post it to Facebook, Twitter, or Instagram.
  - **Edit short clips together** if you can and create a compilation of stories to upload to YouTube.
- **Write a blog post** if you've got a lot to share. No blog? No problem. It's easy to publish a post on Medium.com, or email [info@afterschoolalliance.org](mailto:info@afterschoolalliance.org) to submit your narrative to be considered as a guest post for the Afterschool Snack. Once it's been published, share it widely on social media.

- **Share with us directly.** We're on the lookout for stories to share on our website, blog, and social media. If you'd like to be featured, let us know: <https://www.surveymonkey.com/r/afterschoolstories>

#### IF YOU'RE AN AFTERSCHOOL PROFESSIONAL...

- How have you seen your afterschool program impact students over the course of your career?
- Have you seen your afterschool program impact parents and families as well as students?
- Do you have any data illustrating the impact of your program on your students? Talk about those results.
- Are there any particular students you can think of that experienced significant growth in the time they attended your program? Share their stories.

**In addition to answering these prompts yourself,** encourage your students, parents, and alumni to share their stories!

#### IF YOU'RE AN AFTERSCHOOL STUDENT...

- What would you do after school if you couldn't come to this program?
- What's your favorite thing about your afterschool program?
- What's the coolest thing you've learned in your afterschool program?
- How has your afterschool experience helped you in school?
- How has your afterschool experience helped you get ready for your future career, or your path to college?

#### IF YOU'RE THE PARENT OF AN AFTERSCHOOL STUDENT...

- Where would you send your kids after school if this program wasn't available?
- Have you noticed any positive changes in your child[ren] since they started attending their afterschool program?
  - Are they doing better in school?
  - Are they healthier or more active?
  - Are they better behaved, or do they get along better with their classmates?
- Has your child's enrollment in an afterschool program helped you at work? Would your job be affected if the program was no longer available?
- Is your child learning things or having experiences in their afterschool program that aren't available to them during the school day? Do those experiences help them do better in school?

#### IF YOU'RE AN ALUMNUS OF AN AFTERSCHOOL PROGRAM...

- What's your favorite memory from your time in your afterschool program?
- Have skills you learned in your afterschool program helped you in your career?
- Did your afterschool program help you on the path to college?
- Did you form important relationships (with friends, mentors, teachers, etc.) through your afterschool program? Are you still in touch with those people?

## RESOURCES

### GRAPHICS

You can download a selection of graphics for use on Facebook, Twitter, Instagram, and more from AfterschoolforAmerica.org: <http://afterschoolforamerica.org/share-your-story.html>

29 infographics illustrating compelling data from our most recent *America After 3PM* study are available for download as well: <http://afterschoolalliance.org/aa3pm/infographics.cfm>

### SAMPLE FACEBOOK POSTS

**Did you know?** A Facebook post that includes a photo usually reaches more people than just a link. Try using these sample posts as captions alongside a photo from your afterschool program, or one of our downloadable graphics.

- Almost two million kids could lose their afterschool programs under the president's budget proposal. Please join me to speak up for them and ask Congress to save afterschool: <http://3to6.co/congress>
- A recent poll found that 8 in 10 Americans think cutting afterschool funding is a bad idea. I'm one of them! Are you with us? Tell your reps in Congress: <http://3to6.co/congress>
- The research shows that afterschool works to get kids excited about STEM and close America's skills gap. Why cut what works? Please join me to ask Congress to save afterschool: <http://3to6.co/congress>
- The White House is trying to eliminate afterschool funding and is justifying it by claiming there's a lack in evidence that afterschool works. That's not true. [http://www.afterschoolalliance.org/afterschoolSnack/Administration-slashes-federal-afterschool-funding\\_02-12-2018.cfm](http://www.afterschoolalliance.org/afterschoolSnack/Administration-slashes-federal-afterschool-funding_02-12-2018.cfm)

### SAMPLE TWEETS

- A 2018 poll found that 90% of adults say afterschool programs are important to their communities. Don't eliminate our programs! <http://3to6.co/congress> #AfterschoolWorks
- Our kids, families & communities can't afford to lose afterschool funding. Help save afterschool: <http://3to6.co/congress> #AfterschoolWorks
- #AfterschoolWorks to get kids excited about STEM & close America's skills gap. Don't cut what works! <http://3to6.co/congress>

- .@POTUS wants to take afterschool programs away from almost 2 million kids. Don't let that happen: <http://3to6.co/congress> #AfterschoolWorks
- I want every kid and family to have access to afterschool programs. Click here if you're with me: <http://3to6.co/congress> #AfterschoolWorks
- The @WhiteHouse claims there's not enough evidence that #AfterschoolWorks. That's not what the research says. <http://ow.ly/Mzmj30ixxKm>

## SAMPLE EMAIL BLAST

### **SUBJECT LINE:** ADMINISTRATION SLASHES FUNDING FOR AFTERSCHOOL PROGRAMS

**Breaking news: President Trump's budget plan zeroes out federal afterschool funding for 2 million young people.**

[Please take two minutes to tell your representatives in Congress to stand up for America's children, families, and afterschool options.](#)

The threat is real, but it's up to Congress to determine whether local afterschool and summer learning programs remain open or close their doors. **If the 21st Century Community Learning Centers initiative is eliminated, many programs will not survive.**

With your help, Congress has twice rejected the proposed elimination. [Take action now.](#)

## USEFUL LINKS TO SHARE

### WAYS TO TAKE ACTION

**Afterschool Alliance action hub** that will be updated as new ways to take action become available: <http://afterschoolalliance.org/policytakeaction.cfm>

**Email or Call Congress:** <http://3to6.co/congress>

### FACTS & RESEARCH

**Data table** – State-by-state breakdown of how many children would lose afterschool programs under the president's budget:

<http://afterschoolalliance.org/documents/Impact-of-Presidents-FY2019-Budget-on-21stCCLC.pdf>

**Fact sheet** – 21<sup>st</sup> Century Community Learning Centers Facts & Figures:

<http://afterschoolalliance.org/documents/21stCCLC-Overview-2017.pdf>

**Fact sheet** – 21<sup>st</sup> Century Community Learning Centers Statewide Evaluation Academic Highlights:

[http://afterschoolalliance.org/documents/What\\_Does\\_the\\_Research\\_Say\\_About\\_21stCCLC.pdf](http://afterschoolalliance.org/documents/What_Does_the_Research_Say_About_21stCCLC.pdf)

**Fact sheet** – Afterschool supports student success:

[http://afterschoolalliance.org/documents/What\\_Does\\_the\\_Research\\_Say\\_About\\_Afterschool.pdf](http://afterschoolalliance.org/documents/What_Does_the_Research_Say_About_Afterschool.pdf)

**Webpage** – Essential afterschool research: <http://www.afterschoolalliance.org/researchAfterschoolEssentials.cfm>

**Webpage** – Afterschool evaluations database: <http://impacts.afterschoolalliance.org/>

**Webpage** – Afterschool STEM Hub: <http://afterschoolstemhub.org/>

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## BLOG POSTS

**“Sec. DeVos testifies in front of Senate Appropriations Subcommittee.”** An account of Congressional resistance Secretary DeVos faced when trying to defend afterschool cuts in front of Congress.

[http://www.afterschoolalliance.org/afterschoolsnack/Sec-DeVos-testifies-in-front-of-Senate-Appropriations\\_06-07-2018.cfm](http://www.afterschoolalliance.org/afterschoolsnack/Sec-DeVos-testifies-in-front-of-Senate-Appropriations_06-07-2018.cfm)

**“100+ members of Congress call for an increase in afterschool funding.”** A description of Congressional support for afterschool. [http://www.afterschoolalliance.org/afterschoolsnack/100-members-of-Congress-call-for-increase-in-afterschool\\_03-20-2018.cfm](http://www.afterschoolalliance.org/afterschoolsnack/100-members-of-Congress-call-for-increase-in-afterschool_03-20-2018.cfm)

**“Administration slashes federal afterschool funding.”** Evidence refuting White House claims that afterschool doesn't work. [http://www.afterschoolalliance.org/afterschoolSnack/Administration-slashes-federal-afterschool-funding\\_02-12-2018.cfm](http://www.afterschoolalliance.org/afterschoolSnack/Administration-slashes-federal-afterschool-funding_02-12-2018.cfm)

FROM 2017:

**“What does the president's ‘skinny budget’ mean for afterschool and summer learning?”** An outline of the impact of the president's budget on the afterschool field.

[http://www.afterschoolalliance.org/afterschoolSnack/What-does-the-president-s-skinny-budget-mean-for-afterschool\\_03-20-2017.cfm](http://www.afterschoolalliance.org/afterschoolSnack/What-does-the-president-s-skinny-budget-mean-for-afterschool_03-20-2017.cfm)

**“An anti-education, anti-science budget proposal.”** An outline of the impact of the president's budget on afterschool STEM education. [http://www.afterschoolalliance.org/afterschoolSnack/An-anti-education-anti-science-budget-proposal\\_03-20-2017.cfm](http://www.afterschoolalliance.org/afterschoolSnack/An-anti-education-anti-science-budget-proposal_03-20-2017.cfm)

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## MEDIA COVERAGE

**“Why afterschool is a proven and smart choice.”** The Hill, Dec 11, 2018.

<https://thehill.com/blogs/congress-blog/education/420868-why-afterschool-is-a-proven-and-smart-choice>

**“Under-resourced kids depend on after-school and summer programs.”** The Hill, May 17, 2018.

<http://thehill.com/opinion/education/388125-under-resourced-kids-depend-on-after-school-and-summer-programs>

**“We all agree—or do we?”** PDK Poll, Feb 22, 2018.

<http://pdkpoll.org/perspectives/we-all-agree-or-do-we>

**“After-school programs level the playing field.”** EdSource, Feb 21, 2018.

<https://edsource.org/2018/after-school-programs-level-the-playing-field/593793>

**“America needs afterschool.”** The Hill, Feb 16, 2018.

<http://thehill.com/blogs/congress-blog/education/374182-america-needs-afterschool>

FROM 2017:

**“Trump proposes eliminating after-school program.”** Anderson Cooper 360, March 17, 2017.

<http://www.cnn.com/videos/politics/2017/03/19/after-school-program-trump-budget-tuchman-ac-pkg.cnn>

**“WH budget chief wrongly claims afterschool programs don’t work.”** Politifact, March 21, 2017.

<http://www.politifact.com/truth-o-meter/statements/2017/mar/21/mick-mulvaney/wh-budget-chief-wrongly-claims-afterschool-program/>

**“Do After-School Programs Positively Impact Children?”** The Atlantic, March 23, 2017.

<https://www.theatlantic.com/education/archive/2017/03/do-after-school-programs-positively-impact-children/520566/>