

# Elevating Afterschool During the 2020 Elections: Debuting the Election Toolkit



Afterschool Alliance



# Webinar Agenda

- Afterschool and the elections – what's at stake?
- Making Afterschool an Issue During the Elections
- Inspiration from the Field: Elevating Afterschool during the Iowa Caucuses
- Questions?



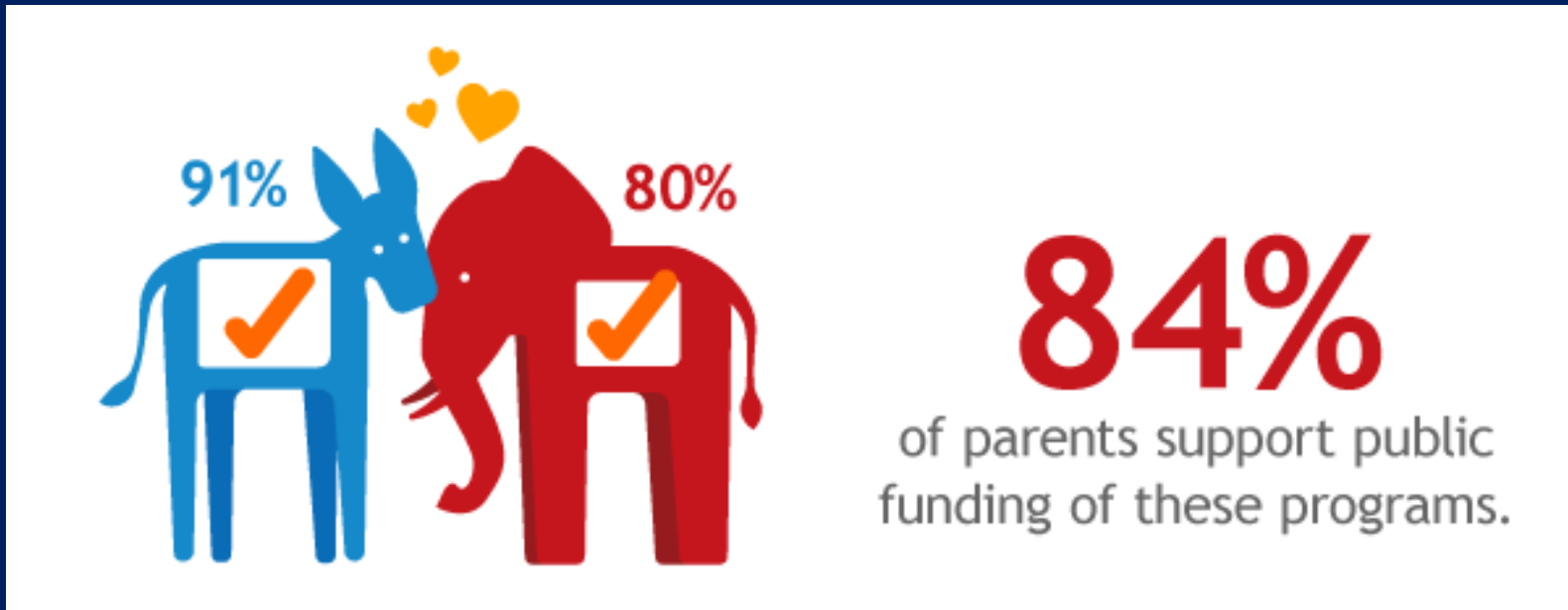
# Afterschool is an important issue!

- Fourth proposed elimination of 21<sup>st</sup> CCLC
- Tight spending caps
- Long-term funding decisions
- Increased local need and demand
- New opportunities



# Framing the Issue

Afterschool is very much a bipartisan issue...

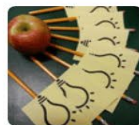




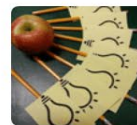


# Making Afterschool an Issue During the Elections





America's landmarks shined for  
*Lights On*



*Lights On*: 1 million people,  
10,000 events

## Election Toolkit

Election season presents an important opportunity to put afterschool on the radar of policy makers and the public in a visible and meaningful way. During election season, voters' concerns are brought to the forefront of the public debate.

Welcome to the afterschool election toolkit

[Back to the toolkit](#)



# Election Guidelines for 501(c)(3) Organizations

- The ground rules:
  - *Equal outreach* – All contact with and materials sent to campaigns should be the same for every candidate running for a particular position.
  - *Documentation* – Document your contact with the candidate.

*This slide is intended to provide guidance on federal lobbying laws, but it is not legal advice. We advise you to consult an attorney if you have specific concerns.*

# What a 501(c)(3) **CAN** do

- Issue advocacy
- Invite speakers
- Sponsor a debate
- Persuade candidates to agree with you on issues
- Work to get your positions included on a political party's platform
- Operate a nonpartisan voter registration drive

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# What a 501(c)(3) **CAN NOT** do

- Support specific candidates or parties
- Endorse a candidate or contribute to a campaign with money or time
- Contribute any cash or in-kind support
- Send partisan political communications
- Sponsor joint fundraising events or solicitations
- Ask candidates to sign a public endorsement of your organization's agenda

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# Advocating for Afterschool in Iowa: First in the Nation Presidential Caucuses

Bri Steirer

Iowa Afterschool Alliance Policy Lead

# Advocating for Afterschool: Iowa Caucuses

Grassroots Organizing

Coalition-Building

Our Goal:

Elevate the conversation around afterschool and encourage presidential candidates to consider afterschool as a solution to a variety of our nation's issues.



## Grassroots Organizing

Building a coalition of statewide advocates (because we can't be in two places at once).

## Build your advocate pool WIDE and DEEP!

- Your advocate pool should have statewide reach
- Prepare your advocates to ask and answer candidate questions

### TOOLS:

Iowa Afterschool Alliance Advocate Database

Iowa Afterschool Alliance Caucusing for Afterschool Guide

### Utilize your existing resources!

Inviting candidates to your afterschool sites can give them a more personal look into your work.

#### TOOLS:

Iowa Afterschool Alliance Policy One-Pager

Iowa Afterschool Alliance Sit Visit Guide

Presidential Candidate Site Visit Invitation

Earned Media is effective and affordable.

Targeting local media can get your message in front of voters!

## TOOLS:

General Afterschool Letter to the Editor

STEM & Afterschool Letter to the Editor

Crime Prevention & Afterschool Letter to the Editor

## Coalition-Building

Combining the efforts of similar-missioned organizations (because the more, the merrier).

## Children's Policy Coalition

“Caucus for Kids” Campaign

11 Facebook Live Candidate Meetings

Warren K-12 Education Plan

# Iowa Afterschool Alliance: Caucus Season Successes

Outreach to Presidential Campaigns

Presidential Candidate Site Visits

Contributions to Senator Warren's K-12 Education Plan



## Caucus Season Successes Cont.

The Iowa Afterschool Alliance met with representatives from 18 presidential campaigns:

- Senator Michael Bennet
- Former Vice President Joe Biden
  - Senator Cory Booker
  - Governor Steve Bullock
  - Mayor Pete Buttigieg
  - Secretary Julián Castro
- Congressman John Delaney
- Senator Kirsten Gillibrand
- Senator Kamala Harris
- Senator Amy Klobuchar
- Congressman Beto O'Rourke
- Congressman Tim Ryan
- Senator Bernie Sanders
  - Tom Steyer
- Representative Tulsi Gabbard
- Senator Elizabeth Warren
  - Marianne Williamson
  - Andrew Yang

The Iowa Afterschool Alliance also attempted to meet with campaign staff for President Donald Trump, but were unable to connect as he did not campaign in Iowa.

## Caucus Season Successes Cont.

### Presidential Candidate Site Visits



## Caucus Season Successes Cont.

### Suggested Contributions to Senator Warren's K-12 Education Plan:

Equity Funding Formula: Weighting federal funds for disadvantage	Ensure that disadvantage is defined broadly, not just by race and ethnicity. In Iowa, rural disadvantage is a real struggle and something that school districts are struggling to overcome.
Student experience	Mitigate the impacts of trauma and stress on students by using approaches that work in afterschool programs, such as training and professional development on brain basics and responding appropriately to behaviors.
Community Schools	Look to afterschool programs as a component of community schools. When thinking about bringing in community to the school, don't forget cultural institutions, such as science centers and zoos (they are active in our STEM work). Afterschool programs provide exciting and hands-on activities to youth in the areas of STEM and college and career readiness, which further enhances the student experience and their preparedness.
Respect for teachers	Use afterschool as a training ground for future diverse teachers. Also look to paraeducators as a source of inspiration.

# What could we have done better?

Mobilizing our Advocate Network

Coordinating Earned Media Campaigns

Social Media

## Lessons Learned:

- 1) Advocates are busy!
- 2) Social media is a low-effort ask with large reach.
- 3) Coordinate earned media in response to news events or candidates visits.
- 4) Coalitions make everyone's lives easier!
- 5) Front-load your candidate events.





Photo credit: 50 Afterschool Networks

# Questions?