What Works:
Lessons from 100,000
Lights On Afterschool Celebrations

Thank you for joining us. The webinar will begin shortly.
Experiencing Delays?
Try closing out the other programs running on your computer.

Audio difficulties? Keep this number handy!
Dial: 1-877-860-3058
Code: 1135574

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

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Lights On Afterschool is a chance to celebrate what afterschool programs do to help families and communities.
Afterschool provides the building blocks kids need to succeed in life and school.

Students who regularly participate in quality afterschool programs...

- **Develop Strong Social Skills**
  - PARENTS AGREE*
  - 88% say kids develop social skills

- **Make Better Decisions**
  - PARENTS AGREE*
  - 78% say kids improve their behavior at school

- **Are Excited About Learning**
  - PARENTS AGREE*
  - 82% say kids get excited about learning

- **Improve Work Habits & Grades**
  - PARENTS AGREE*
  - 82% say kids get help with homework

- **Make Gains in Reading & Math**
  - PARENTS AGREE*
  - 78% say kids gain skills in science, math, technology, or engineering

Demand for afterschool is growing. 19.4 million kids are left out. Help us change that.

afterschoolalliance.org/AA3PM

*Among parents with kids in afterschool programs
Sources:
- http://afterschoolalliance.org/AA3PM
- www.researchgate.net/publication/42346373_A_Meta-Analysis_of_After-School_Programs_That_Sebb_to_Promote_Personal_and_Social_Skills_in_Children_and_Adolescents
- www.policystudies.com/studies/?id=32
- http://expandinglearning.org/research/research/findings/NCMEA_Promising_Programs_FINAL.pdf
- www.tea.state.tx.us/index2.aspx?id=3346&menu_id=814
SUPPORT FOR AFTERSCHOOL PROGRAMS IS STRONG

More than **8 in 10** parents with kids in afterschool programs agree that the programs help working parents keep their jobs.

91% 80%

84% of parents support public funding of these programs.

www.afterschoolalliance.org/aa3pm
Source: America After 3PM: Afterschool Programs in Demand, 2014.

PARENTS ARE SATISFIED WITH AFTERSCHOOL PROGRAMS

89% of parents with a child in an afterschool program are satisfied overall.

An overwhelming percentage of parents are satisfied with...

- QUALITY OF CARE
- SAFETY
- EXCITEMENT ABOUT LEARNING
- CRITICAL THINKING

www.afterschoolalliance.org/aa3pm
Source: America After 3PM: Afterschool Programs in Demand, 2014.
DEMAND IS HIGH FOR AFTERSCHOOL PROGRAMS

More youth than ever before—
10.2 million
—are in afterschool programs.

For every child in a program,
2 are waiting to get in.

www.afterschoolalliance.org/aa3pm
Source: America After 3PM: Afterschool Programs in Demand, 2014.

PROVIDING OPPORTUNITIES TO LEARN

4.5 million kids
from lower-income families attend afterschool programs.

9.7 million MORE
would take part if programs were available.

By 6th grade, middle class kids have spent
4,000+ more hours in afterschool and summer
learning opportunities than low-income students.

Learn more at www.afterschoolalliance.org/AA3PM
http://afterschoolalliance.org/AA3PM/6000hours
www.expandedschools.org/sites/default/files/ascc_6000-hours-infographic.pdf
Why Lights On Afterschool?

Why should I host a Lights On Afterschool event?

✓ Call attention to your program’s successes
✓ For community leaders to see your kids 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 and develop media contacts
✓ Nurture new partnerships and funders
✓ Build awareness and goodwill in the community
✓ Give your children, your staff and parents something to celebrate!
Lights On 101 (cont’d)

3 EASY STEPS to planning a successful Lights On Afterschool event!
Step 1: Register!

1

REGISTER!

Afterschoolalliance.org/loaHostEvent.cfm
Step 1: Register!

10 Free Posters

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.

Weekly Lights On planning tips and tools & Weekly prize giveaways

Be Counted!

From Afterschool to Bright Futures

Lights On Afterschool

A project of the Afterschool Alliance

Afterschool Alliance
Step 2

Plan Your Event

Afterschoolalliance.org/loaEventKit.cfm
EVENT PLANNING OVERVIEW

The place to start when planning your event. Brainstorm ideas, learn strategies to make an impact, or view our planning timeline for all the steps that go into any event—from elaborate festivals to simple celebrations.

WHY KEEP THE LIGHTS ON?

SUPPORT AFTERSCHOOL PROGRAMS
Lights On Afterschool is the only national celebration of afterschool programs. Hosting an event is a great way to inspire support for your program and others across the country.

INFORM YOUR COMMUNITY
With more than 8,000 events nationwide and 1 million Americans participating annually, Lights On Afterschool shines a powerful light on your program's accomplishments for children—through media coverage, attracting policy makers, and more.

ATTRACT VALUABLE SUPPORT
A successful Lights On Afterschool event can draft powerful new allies for your afterschool program—including parents, local leaders and funders who can provide much-needed support.
Step 2: Plan Your Event

Our Event Planning Guide has everything you need to:

• Help to think about your goals/needs
  Get started with the “who, what, when & where”

• Showcase youth
  Tips on involving youth in planning & celebration

• Involve Partners
  Use your own or see our list of local supporters

• Sample Invitation to policy makers, business leaders and other community leaders!

http://www.afterschoolalliance.org/loaEventKit.cfm
Step 2: Plan Your Event

Your invitation list:

- Youth & parents
- Policymakers and elected officials
- School staff
- Business leaders
- Community organizations
- Media
- Local celebrities - radio host, TV news personalities, local athletes
When & Where?

When?
- Regular afterschool hours
- Evening for maximum parental involvement
- Morning for media event

Where?
- School, program site, library
- Indoors or outdoors
- Museum, city hall, public park
- Shopping mall, place of worship, etc.
Keys to Success

Build event around your **goals**

Make the most of **existing relationships & resources**

Involve **youth & youth voice**

Use **Lights On Afterschool** for **outreach**

facebook.com/afterschoolallianceedc  @afterschool4all  #LightsOnAfterschool
Events can be Easy!

1. Decorate light bulb art
2. Host an open house
3. Put on a talent show
4. Plan a STEM Activity
Engaging Policy Makers

• Invite them to your event
• Site visit
• Ask them to speak
• Give an award
• Proclamations
• Make afterschool an election issue

http://afterschoolalliance.org/loareachpolicy.cfm
Media Coverage

Structure your event with the media in mind—visuals, timing, speakers

Create a media list

Use the media to invite the public to your event

Identify your key messages—and use them constantly!

Make your story appealing

Issue a news release and press kits

Don’t stop on Oct. 26!

http://afterschoolalliance.org/loaMediaMain.cfm
Step 3

CELEBRATE!
Lights on Afterschool 101

Top tips for a successful event

Sierra Newhouse, Project Coordinator, City of Orlando After-School All-Stars
Overview of Orlando’s LOA Event

- Highlight Afterschool Programming in Orange County Public Schools through local performances
- Multiple local partners at the table
- We ensured that ALL programs were highlighted
Timeline for Planning

- Summer before - First meeting of partners

- August - Finalized location, date, and time

- September - Promotional Materials, vendors, final "run of show"

- October - Final Meeting, event!
Engaging Community Partners

Define your needs for your event

Make the ask and make it **specific**

Invite partners and future partners

Ask local officials to get involved
Top 3 Tips

For a sensational
Lights On Afterschool Event

Afterschool Alliance
Define your event’s INTENTION

What is the messaging that you are trying to give off?

Who is your audience?
Don’t Recreate the Wheel!
Invite community partners

People love helping kids but don’t always know how their skill set can do that. Be creative!

Know the ASK!
Lights On Afterschool Resources:

Afterschool Alliance Website:
http://www.afterschoolalliance.org/

*Lights On Afterschool* Homepage:
http://www.afterschoolalliance.org/loa.cfm

Register Your Event:
http://www.afterschoolalliance.org/loaHostEvent.cfm

*Lights On Afterschool* Event Planning Kit:
http://www.afterschoolalliance.org/loaEventKit.cfm
Questions?