

# ***What Works:***

## **Lessons from 100,000**

# ***Lights On Afterschool Celebrations***



**Afterschool Alliance**

*Thank you for joining us.  
The webinar will begin shortly.*

# Housekeeping Notes



## 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



## Dan Gilbert

*Project Manager*

*Afterschool Alliance*

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## Sierra Newhouse-Ragoonanan

*Afterschool Ambassador*

*Project Coordinator*

*After-School All-Stars*

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Afterschool Alliance

# Lights On Afterschool

*Lights On Afterschool*  
is a chance to  
celebrate what  
afterschool programs  
do to help families  
and communities.



From Afterschool to

Bright Futures

**LIGHTS ON AFTERSCHOOL**  
2018 Rally for Afterschool Programs

Place or write event information here



Afterschool Alliance



@afterschool4all  
#LightsOnAfterschool

facebook.com  
/afterschoolalliancecdc

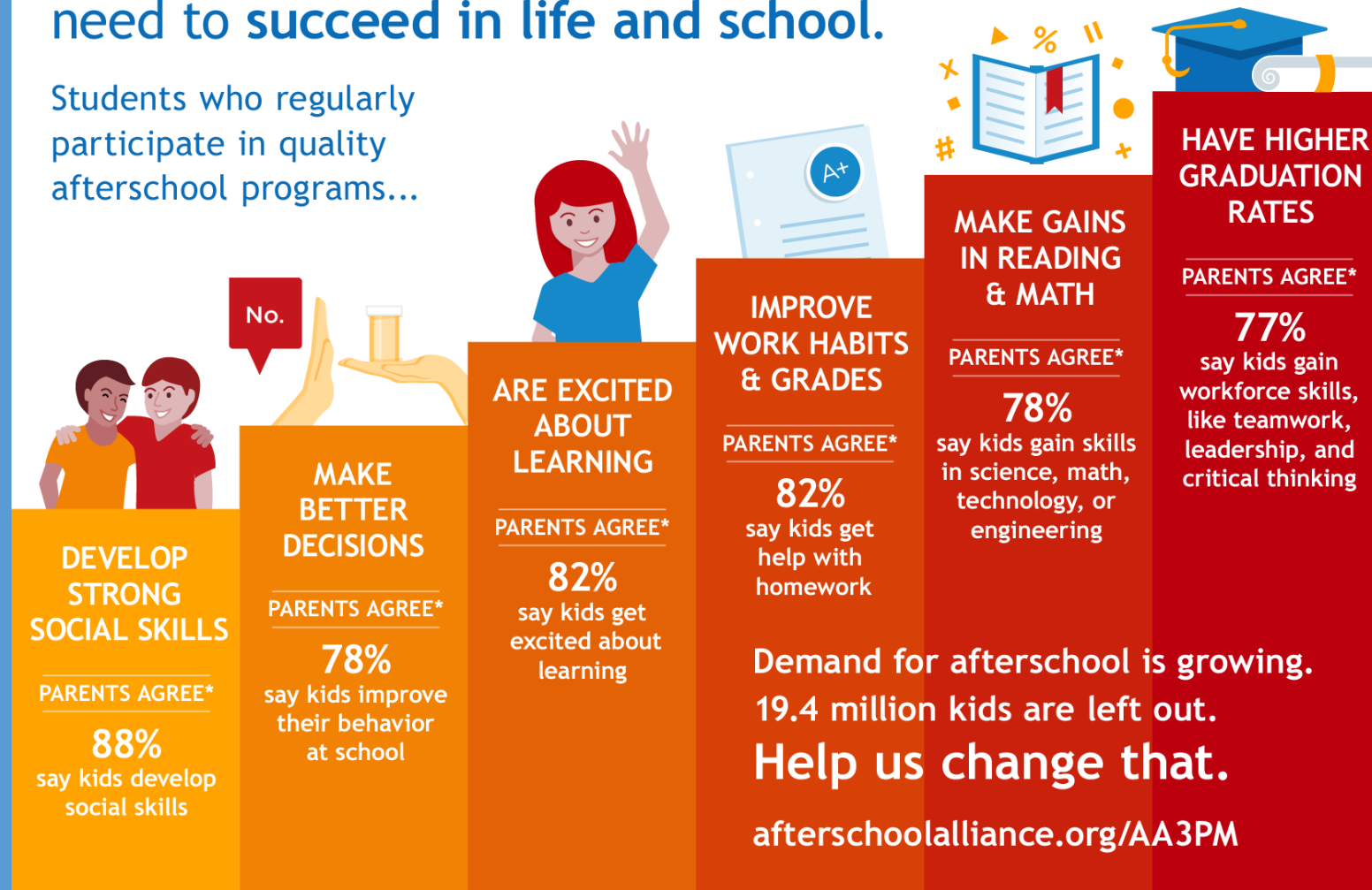


Event Sponsor peachjar



# Afterschool provides the building blocks kids need to succeed in life and school.

Students who regularly participate in quality afterschool programs...



\*Among parents with kids in afterschool programs

Sources:

<http://afterschoolalliance.org/AA3PM>

[http://researchgate.net/publication/42346373\\_A\\_Meta-Analysis\\_of\\_After-School\\_Programs\\_That\\_Seek\\_to\\_Promote\\_Personal\\_and\\_Social\\_Skills\\_in\\_Children\\_and\\_Adolescents](http://researchgate.net/publication/42346373_A_Meta-Analysis_of_After-School_Programs_That_Seek_to_Promote_Personal_and_Social_Skills_in_Children_and_Adolescents)

[http://educarefoundation.com/wp-edument/uploads/EduCare-Foundation\\_HS\\_2010-2011.pdf](http://educarefoundation.com/wp-edument/uploads/EduCare-Foundation_HS_2010-2011.pdf)

[www.ride.ri.gov/Portals/0/Uploads/Documents/Students-and-Families-Great-Schools/Educational-Programming/21stCCLCs/RI21stCCLC-Impact-Report-2011-12.pdf](http://www.ride.ri.gov/Portals/0/Uploads/Documents/Students-and-Families-Great-Schools/Educational-Programming/21stCCLCs/RI21stCCLC-Impact-Report-2011-12.pdf)

[www.policystudies.com/studies/?id=32](http://www.policystudies.com/studies/?id=32)

[http://expandinglearning.org/research/vandell/resources/AERA\\_Promising\\_Programs\\_FINAL.pdf](http://expandinglearning.org/research/vandell/resources/AERA_Promising_Programs_FINAL.pdf)

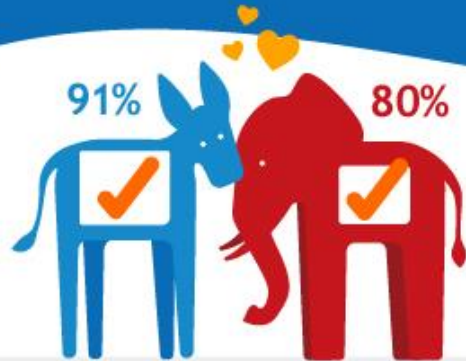
[www.tea.state.tx.us/index2.aspx?id=3546&menu\\_id=814](http://www.tea.state.tx.us/index2.aspx?id=3546&menu_id=814)

[www.k12.wa.us/21stCenturyLearning/pubdocs/14-1167/WA21CCLCFinalYear2Report-ed.pdf](http://www.k12.wa.us/21stCenturyLearning/pubdocs/14-1167/WA21CCLCFinalYear2Report-ed.pdf)



## 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.



**84%**  
of parents support public  
funding of these programs.



[www.afterschoolalliance.org/aa3pm](http://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](http://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](http://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://www.afterschoolalliance.org/AA3PM)

<http://afterschoolalliance.org/AA3PM>

[www.expandedschools.org/sites/default/files/tasc\\_6000-hours-infographic.pdf](http://www.expandedschools.org/sites/default/files/tasc_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!





# 3

**EASY STEPS**  
to planning a successful  
*Lights On Afterschool*  
event!





# Step 1: Register!

# 1

# REGISTER!

[Afterschoolalliance.org/loaHostEvent.cfm](https://afterschoolalliance.org/loaHostEvent.cfm)

 MENU

 **LIGHTS ON AFTERSCHOOL**  
OCTOBER 26, 2017

REGISTER


PLAN YOUR EVENT ▾

FIND AN EVENT ▾

ABOUT

## 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.



### Contact Info

First	Last
<input type="text"/>	<input type="text"/>
Email	
<input type="text" value="name@example.org"/>	
Title	Role
<input type="text"/>	<input type="text" value="Please Select"/>

### Program Info

Name
<input type="text"/>
Website
<input type="text" value="http://www.example.org"/>



# Step 1: Register!



## 10 Free Posters



**From:** Afterschool Alliance

**Subject:** Thanks for keeping the Lights On Afterschool!



A project of the Afterschool Alliance

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!



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## Step 2

# 2

## Plan Your Event

[Afterschoolalliance.org/loaEventKit.cfm](https://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

<http://www.afterschoolalliance.org/loaEventKit.cfm>

***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!**





# 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**



Join Us

[facebook.com/afterschoolalliancedc](https://facebook.com/afterschoolalliancedc)



Follow Us

@afterschool4all  
#LightsOnAfterschool



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# 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>



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## Step 3

# 3

# CELEBRATE!



# *Lights on Afterschool 101*

## *Top tips for a successful event*

Sierra Newhouse, Project Coordinator, City of Orlando After-School All-Stars



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# 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*



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# 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?



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