



LIGHTS N AFTERSCHOOL

20th Annual Rally for Afterschool Programs

Housekeeping Notes



Experiencing Delays?

Try closing out the other programs running on your computer.



Have a question or comment?

Use the group chat to interact with presenters and other participants.

Agenda



Lights On Overview & New Planning Tools (Ursula Helminski, Afterschool Alliance)



Tips from a Lights On Organizer (Mark Cowsert, Afterschool Ambassador Alum, Missouri AfterSchool Network)



Media Strategies (Lisa Lederer, PR Solutions)

1 million Americans
celebrate at
8,000 + events
nationwide



Afterschool Alliance



**LIGHTS ON
AFTERSCHOOL**
A PROJECT OF THE AFTERSCHOOL ALLIANCE



Why host a *Lights On Afterschool* event?



- ✓ Call attention to your program's successes
- ✓ Show community leaders youth and program 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/develop media relationships
- ✓ Nurture new partnerships and funders
- ✓ Build awareness and goodwill in the community
- ✓ Give your children, your staff and parents something to celebrate!

Step 1: Register



LIGHTS ON AFTERSCHOOL
OCTOBER 24, 2019

REGISTER PLA

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.



Sign Up for Lights On Afterschool

Your first step is to create a Lights On account. This new feature will allow you to update your event info as your plans are firmed up – just come back to the page and you'll have to call us to update your info, and media and guests looking for an event in your community will be able to get the latest details on the what, where, and when.

If you already have an account, [login here](#).

Create Your Account

Username*

Required. 150 characters or fewer. Letters, digits and @/./+/-/_ only.

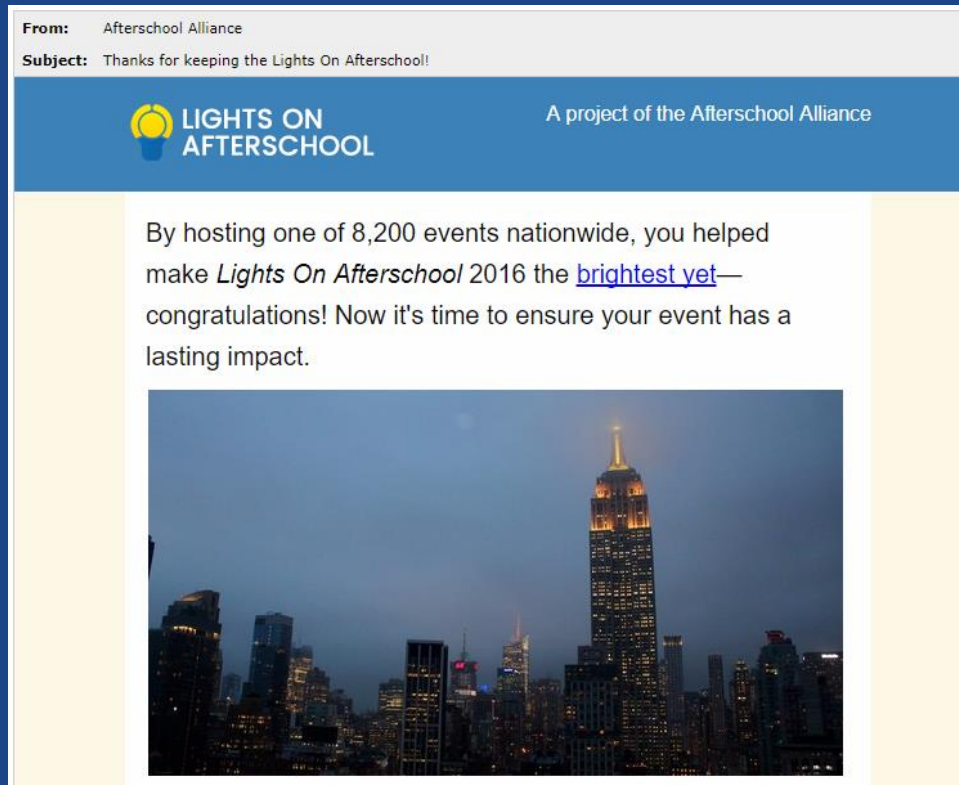
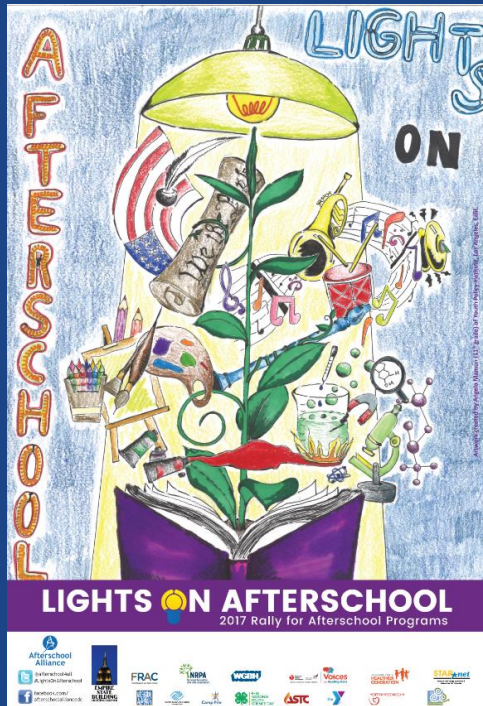
Email address



Afterschool Alliance

Step 1: Register

10 Free Posters



Weekly *Lights On* planning tips

Be Counted!





Step 2: Get Inspired



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Event Themes & Ideas

Searchable Ideas Database

Event Themes

A theme can strengthen your event by giving it a focus.

Who you invite and involve can make the difference between a one-day hit and a long-term result.



Youth & Parent Voices

With afterschool funding on the chopping block, it's essential to give parents and youth ways to voice their support. The kids and parents in your program know



Health & Wellness

Your *Lights On Afterschool* event can be about the importance of providing programs that help children learn healthful habits for life. Check out these ideas to help plan a fun and healthful event!

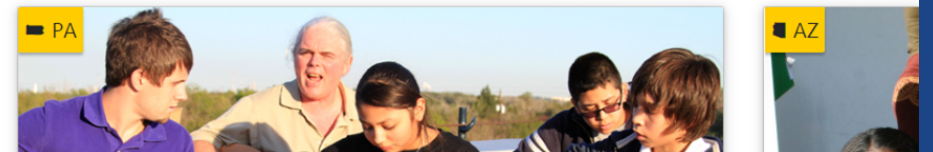
EVENT IDEAS & ACTIVITIES

Events come in all shapes and sizes. Celebrations might include an open house, breakfast summit for local leaders, student performance, candlelight vigil, or as getting support for your petition. Pick something that works for your community program.

Theme: *(multi)* Activities: *(multi)* Planning Time: *(multi)* Difficulty: *(multi)*

Any	Any	Any	Any
Youth & Parent Voice	Open House/Site Tour	1 Week	Beginner
Health & Wellness	Carnival/Festival	2 Weeks	Intermediate

Audiences: ☐ Parents/community ☐ School/Ed leaders ☐ Policy Makers ☐ Media ☐ For





Step 3: Get Planning

Our Event Planning Guide has everything you need to:

- Showcase students & tips on involving youth in planning and celebration
- Involve partners & use your own or see our list of local supporters
- Sample invitation to policymakers, business leaders & more!



EVENT OVERVIEW, TIMELINE & CHECKLIST

WHO, WHY & WHAT

TOP EVENT THEMES & IDEAS

SEARCHABLE IDEA DATABASE

ADVICE FROM PROS

ENGAGE POLICY MAKERS

INVOLVE MEDIA

GET FUNDING

ART, GRAPHICS & SWAG

SAMPLE MATERIALS



EVENT IDEAS & THEMES

PLANNING TIMELINE

Planning a memorable event doesn't need to take a lot of time or energy. Whether you're putting things together a week beforehand or starting to plan months in advance, our interactive timeline gives you a checklist to get organized & keep your planning on track.



Get Started

Ideal planning period: 6 to 10 weeks ahead of your event

LOGISTICS

- **Set a budget.** Reach out to potential partners who may be willing to sponsor your event.
- **Finalize the time and location** of your event.

Engaging Policymakers

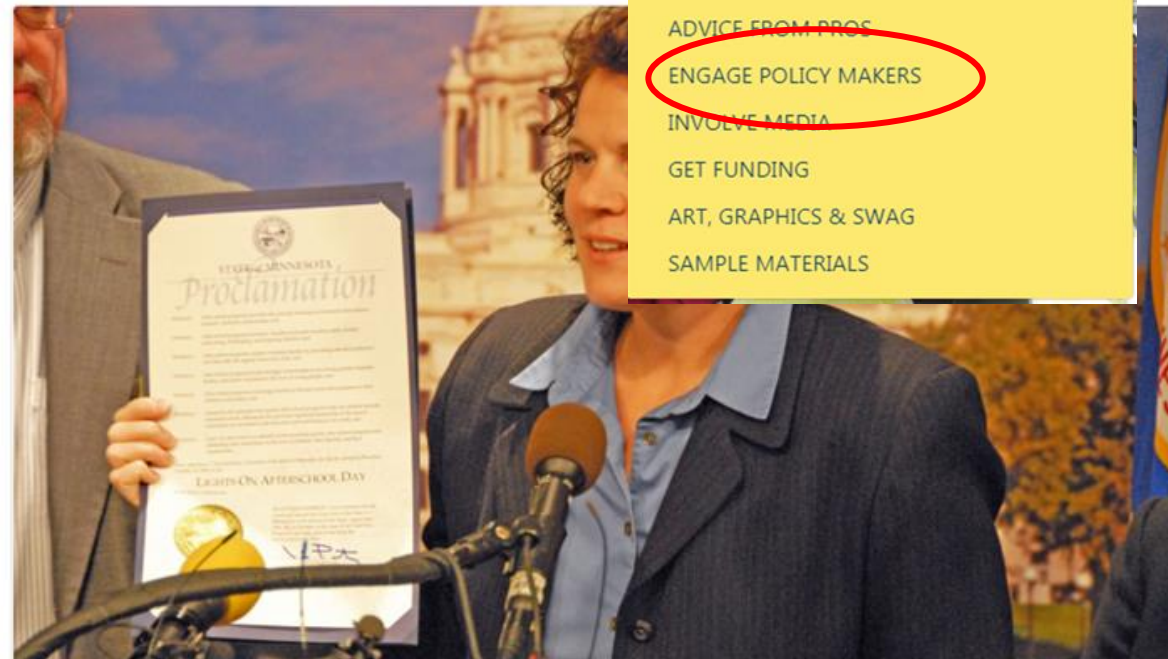
Policymakers at every level of government are critical allies in expanding the resources available to support afterschool programs. Consider inviting them to your event.



Invite policymakers to your event

The opportunity to see and hear the impact that afterschool can have on a child's life is invaluable. Use this sample language to invite policymakers to attend your *Lights On Afterschool* event and see for themselves.

[Sample invitation](#)



Proclaim *Lights On* in Your City

Nearly every governor across the country issues a proclamation in support of *Lights On Afterschool* each year. Proclamations are an easy way for your community to celebrate, and can be made by your mayor, local officials, or even by organizations.

[Sample proclamation](#)

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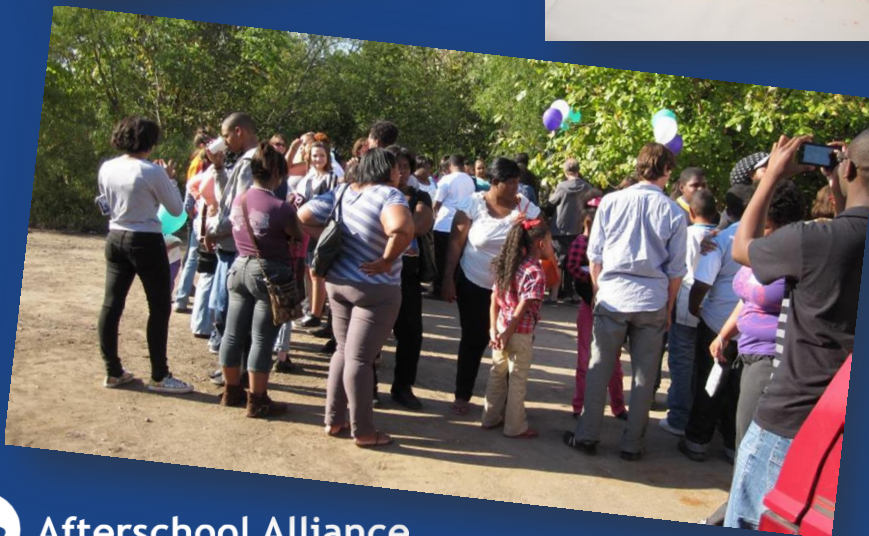
Events Can Be Easy



1. Decorate light bulb art

1. Host an open house

1. Put on a talent show



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Keys to Success

- ✓ Build event around your **goals**
- ✓ Make the most of existing **relationships & resources**
- ✓ Involve **youth**



@afterschool4all



afterschoolalliancedc



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#LightsOnAfterschool



**LIGHTS ON
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Speaker

Mark Cowsert

Missouri AfterSchool Network,
Afterschool Ambassador Alum



THE FUTURE'S SO BRIGHT



LIGHTS ON AFTERSCHOOL

OCTOBER 25, 2018 4:30 - 5:30 Hollister Elementary



THE FUTURE'S SO BRIGHT

You are cordially invited to attend

TIGER ACADEMY'S

21st CCLC

LIGHTS ON AFTERSCHOOL EVENT

as we honor The Branson Airport, LLC for their
generous contributions to our afterschool programs.

October 25, 2018

4:30 p.m. to 5:30 p.m.

Hollister Elementary School Cafeteria

Award Ceremony will begin at 5:00 p.m. with refreshments to follow

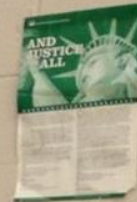


Afterschool for All


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TIGER
ACADEMY

www.afterschoolalliance.org









Speaker

Lisa Lederer

**Afterschool Alliance
PR Solutions**



Media Strategies that Work

- ✓ It's the most visible time of the year for afterschool programs
- ✓ There are many ways to be effective in engaging media
- ✓ Think about all types of outlets in your market
- ✓ Think about all types of news you can make
- ✓ Make it easy for journalists to cover your event
- ✓ Prepare succinct, powerful, relatable messages
- ✓ Select diverse, compelling messengers
- ✓ Lay the foundation for ongoing relationships
- ✓ Use the tools the Afterschool Alliance has created

Why Poughkeepsie is rallying for after-school programs

Nina Schutzman, Poughkeepsie Journal

Published 6:00 a.m. ET Oct. 26, 2018



(Photo: Patrick Oehler/Poughkeepsie Journal)

By the time Poughkeepsie student Aiden Mesa gets home from school, he's already cleared one big task off his to-do list.

He does his homework during an after-school program, held at Krieger Elementary School by the community organization Family Services.

"When I get home, I don't have to worry about it," said Aiden, 9.

Aiden and his little brother, 5-year-old Jovanny, are among 150 children who participate in Family Services' after-school programs at Krieger and Clinton elementary schools.

[Buy Photo](#)





By Sarah Bekele | Posted: Mon 11:45 PM, Oct 08, 2018 | Updated: Tue 12:15 AM, Oct 09, 2018

NORTH PLATTE, Neb. (KNOP) - The city of north Platte celebrated after school programs Monday. Mayor Dwight Livingston honored the city's Kids Klub program at a celebration at Wild Bill's. He proclaimed October 8 as "Lights

Greenville 'ACEs' put on a show Thursday

Brad Kellar Oct 26, 2018



Dancers from the Travis Elementary School/Sixth Grade Center performed during Thursday's on Afterschool Rally.

Brad Kellar | Herald-Banner

[f](#) [t](#) [G+](#) [in](#) [p](#) [@](#)

Thursday evening was a moment to shine light on the afterschool program of Independent School District.

The Afterschool Centers on Education, or ACE program presented the annual Rally on the steps of the Hunt County Courthouse.

Five sites tapped for 2018 Lights On Afterschool

Submitted information Oct 17, 2018



A Payette City Fire Department engine bears a banner for the 2017 Lights On Afterschool celebration.

Submitted photos

Homework help, hot meals and 'safe haven' – Greater Johnstown touts after-school program

By David Hurst
dhurst@tribdem.com Oct 26, 2018



Members of the After School Live Dancers perform for the Greater Johnstown Middle School classmates during a Lights On held at East Side school on Thursday, Oct. 25, 2018.

By Todd Berkey
tberkey@tribdem.com



Letter to the Editor: Tom Haggard of Covington Partners asks for support of after-school programs

Oct 21st, 2018

To the Editor:

This Thursday, hundreds of parents, students, educators, business leaders, policymakers and others will come together across our community to mark the 19th annual Lights On Afterschool, the nation's only nationwide rally for afterschool programs. Programs across the region will be hosting open houses, inviting families to participate in fun activities and giving tours to elected officials and policymakers.

Afterschool programs keep children safe, inspire them to learn, and give working families peace of mind during the afternoon hours when unsupervised kids can get into trouble. These programs also serve an important function to provide equitable access to academic support, youth development activities as well as other support programs and services for children and family experiencing poverty.



Throughout Covington Independent Public Schools, afterschool programs are providing an array of supports and services for children, such as:

- Last year, 697 students participated in 15,404 hours of Science, Technology, Engineering and Math (STEM) activities.
- Last year, 851 students participated in 14,753 hours of visual and performing arts activities.
- Last year, 23 partner agencies and organizations came together to provide programs and services to children and families.

Due to a lack of funding, we do not have nearly enough resources, which means too many children and too many families are not benefiting from the afterschool movement and as a community, we need to make sure every child has access to afterschool programs so we can keep the Lights On Afterschool for all.

HERALD BANNER

Greenville, Texas

Reader: Come out to support work of afterschool programs

Oct 23, 2018

I am a working mom, with three kids in elementary school. Before we found an afterschool program for my kids, afternoons were time of worrying about whether everyone was safe and sound. I would imagine the afternoon school bell going off each afternoon, and the worries with start. With the plans I put in place for my kids hold?

Like a lot of other moms and dads, afterschool programs have been the answer for my family. Every weekday afternoon, the Bowie ACE Program makes sure my children and many others are and well cared for, getting help with homework, physical exercise and exposure to all kinds of expanding opportunities, including computer coding, robotics and arts and crafts.

So, I'll visit The Courthouse to join a nationwide celebration of the outstanding work programs do, as part of the 19th annual Lights On Afterschool celebration, organized by the Alliance.

Reaching out to the media

Lights On Afterschool provides a wonderful opportunity to generate positive news coverage of your afterschool program and to remind the public of the need



Use our sample media alert to tell reporters about your *Lights On Afterschool* event, and convince them that it's a genuine news story worthy of coverage.

[Sample media alert](#)



Adapt this sample news release for your own event. Distribute it to media who attend, and then email or fax it that same day to reporters on your press list who missed the event.

[Sample news release](#)



Lights On Afterschool is the biggest day of the year for afterschool to make a splash online, get trending, and share with new audiences about the impact of afterschool programs.

[Tools for social media](#)

- EVENT OVERVIEW, TIMELINE & CHECKLIST
- WHO, WHY & WHAT
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- ADVICE FROM PROS
- ENGAGE POLICY MAKERS
- INVOLVE MEDIA**
- GET FUNDING
- ART, GRAPHICS & SWAG
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Questions?



Don't Forget to Celebrate!



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