



# Marketing Afterschool

**How to Make the Case for Afterschool and  
Build Support for Your Program**

[afterschoolalliance.org](http://afterschoolalliance.org)





# What We'll Cover

- ❑ Making the Case:
  - ❖ Public Wants & Needs Afterschool
  - ❖ Afterschool Outcomes
  - ❖ Benefits to Bottom Line
- ❑ Policy Matters: Funding & Resources for Afterschool
  - ❖ National
  - ❖ State and Local
- ❑ What You Can Do: Events, Media & More





# The Need Is Clear

- ❑ Parents of 28 million kids work outside the home
- ❑ 14.3 million children—1 in 4—are alone and unsupervised after school
  - ❖ 43,000 kindergartners
  - ❖ State data available at [America After 3PM](#)
- ❑ 3 p.m. to 6 p.m. most dangerous hours
  - ❖ Juvenile crime soars
  - ❖ Peak hours for drugs, alcohol, cigarettes and sex
- ❑ Parents of 15 million children would sign up for an afterschool program if one were available

## Related Resources:

- [Afterschool Fact Sheets](#)





# Public Wants Afterschool

- More than 80% say children need a place to go after school
- 2/3 say afterschool is an absolute necessity
- 72% want Congress to increase afterschool funding
- 73% want state and local officials to increase afterschool funding
- 69% would support a tax increase if it went to afterschool

Related  
Resources:

• [Polling Data](#)





# Benefits of Quality Afterschool Programs

## □ Improved Test Scores and Grades

- ❖ 21<sup>st</sup> CCLC participants nationwide—43% improved reading scores, 42% improved math scores (Dept of Ed, 2007)
- ❖ In California, higher academic achievement, test scores
- ❖ In Ohio, higher scores in every subject tested
- ❖ Oct 2007 study – big gains in test scores, work habits

## □ Improved School Attendance, Engagement in Learning

- ❖ More likely to come to school, stay in school and graduate
- ❖ In NY, higher daily attendance and credit accumulation
- ❖ In Chicago, higher class attendance, lower course failure, higher graduation rates
- ❖ Los Angeles program reduced drop out rate by 20%

### Related Resources:

• [Afterschool Fact Sheets](#)

• [Evaluations Backgrounder](#)



# ● ● ● | Benefits of Quality Afterschool Programs

## ☐ Improved Social and Emotional Behavior

- ❖ Lower truancy, drug use, violence teen pregnancy
- ❖ Greater self-confidence
- ❖ Develop leadership, critical thinking, team-building skills

## ☐ Improved Health and Wellness

- ❖ Structured physical activities, healthy snacks help prevent weight gain tied to inactivity after school and during summer

### Related Resources:

[Issue Briefs:](#)

[Active Hours After School](#)





# Benefits to Bottom Line

- ❑ Parental concern about kids after school costs:
  - ❖ \$50-\$300 billion/year due to lost productivity
  - ❖ 8 additional missed days of work  
(Catalyst Study link and Brandies study)
  
- ❑ Every \$1 invested in afterschool saves taxpayers \$3 (LA's BEST study)
  
- ❑ Employees say that 40% of high school graduates lack the skills they need to succeed in the 21<sup>st</sup> century workplace.  
(Link to Issue Brief 25: Tommorrow's Work Force)

**Related Resources:** [Issue Briefs](#); [Corporate Voices For Working Families](#)



● ● ● | Policy Matters

# Funding & Resources for Afterschool



# Federal Afterschool Funding

21<sup>st</sup> Century Community Learning Centers: the only afterschool dedicated funding stream

- ❑ \$100 million increase for FY08
- ❑ President proposed cut of \$300 million and shift to voucher program
- ❑ NCLB authorized \$2.5 billion - if fully funded 1.4 million more children would have afterschool

<i>FY</i>	<i>Amount Appropriated</i>	<i>Amount Called for in NCLB</i>
2002	\$1 billion	\$1.25 billion
2003	\$993.5M	\$1.5 billion
2004	\$991M	\$1.75 billion
2005	\$991M	\$2 billion
2006	\$981M	\$2.25 billion
2007	\$981M	\$2.5 billion
2008	<b>\$1.08 B</b>	<b>\$2.5 billion</b>

**Related Resources:** [21<sup>st</sup> CCLC](#); [Federal Policy](#); [Policy Action Center](#)





# Federal Afterschool Policy

- Child Care Development Block Grant (CCDBG)
- Safe and Drug Free Schools
- Office Juvenile Justice & Delinquency Prevention (OJJDP)
- SES
- Department of Agriculture
- Emerging issues/hot topics

## Related Resources:

• [Federal Policy](#)

• [Funding Tools](#)





# State Afterschool Policy

- 38 Statewide networks working to build supportive afterschool systems
- 26 Governors held Afterschool Summits
- 50 Governors' Proclamations for *Lights On Afterschool*
- Creative and Diverse Ways to Fund Afterschool

## Related Resources:

• [In My State: Data and Contacts](#)

• [State Policy](#)





# State Afterschool Policy

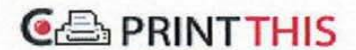
## Highlights 2007 - 2008:

- WV - Partnership between Americorps, Universities, DOE
- GA - \$14 million to school and community based afterschool programs through TANF, renewed for FY09
- MA - \$2 million in state funding
- NJ - \$15 million in state funds to NJ After 3 PM
- SC - \$3.78 increase TANF funds to support afterschool programs in targeted communities
- TN - Up to \$18 million unclaimed lottery funds (LEAP)
- MN - \$5.3 million in new state funds
- IA - \$4 million to tap into

### Related Resources:

- [State Policy Tools](#)





## Peavey License Tag Supports After-School Programs

Jan 9, 2007 3:44 PM

Peavey Electronics and the Mississippi Afterschool Alliance (a nonprofit association) are helping Mississippi become the first state to offer a car tag that benefits after-school programs. The group unveiled the tag on November 28 during the Peavey-sponsored Lights On Afterschool rally in Meridian, Miss.

"Mississippi is home to more than half a million youth between the ages 5 and 17," says Mary Peavey, president of Peavey Electronics, "but Mississippi has only been able to cover nine percent of requests for after-school funding. This car tag allows us all to make a difference in our own communities."



For the \$30 extra that drivers will pay for the tag—which bears the slogan "Afterschool is Key"—\$24 will benefit after-school programs in the purchaser's home county. The order form is available for download at [www.afterschoolms.org](http://www.afterschoolms.org).

Peavey provides online and marketing support to the Mississippi Afterschool Alliance.

For more information, visit [www.peavey.com](http://www.peavey.com) and [www.afterschoolalliance.org](http://www.afterschoolalliance.org).

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### Find this article at:

<http://www.mixonline.com/news/headline/peavey-license-tag-010907/index.html>

Check the box to include the list of links referenced in the article.



What You Can Do

# Market Afterschool & Promote Your Program



# ● ● ● | Know Your Allies

- Afterschool Providers
- House & Senate Afterschool Caucuses
- CEOs, Police Chiefs, District Attorneys, Parents and more
- Youth Voices
- State and citywide leaders

## Related Resources:

- [Afterschool for All supporters in your community](#)





- ❑ Use Events to Boost Profile, Build Relationships
- ❑ Generate Media Coverage
- ❑ Make Afterschool An Election Year Issue
- ❑ Contact Congress
- ❑ Tap *Afterschool for All* campaign
- ❑ Position your program and issues *du jour*





# Arrange a Site Visit

- ❑ **Ask your Members of Congress and local policy makers to visit your afterschool program:** Help your elected officials establish a personal connection to afterschool by inviting them to visit a program and see firsthand how it is helping kids and families
  - ❖ **Find the home district address and phone number** for your elected officials.
  - ❖ **Identify a few dates during the next Congressional recess** when you could host a tour of your program.
  - ❖ Call the district office.
  - ❖ **Before the visit:** Identify youth, parents, program staff, school officials and community partners who would be convincing spokespeople for your program.
  - ❖ **What to do the day of the visit.**





# *Lights On Afterschool*



- ❑ Annual nationwide event
- ❑ Brings attention to the need for afterschool programs and resources
  - ❖ 7,500+ events and 1 million Americans nationwide
  - ❖ National Chair Governor Arnold Schwarzenegger; Kevin Sorbo and Rhea Perlman as spokespeople
  - ❖ Thousands of newspaper & TV stories
  - ❖ Build relationships w/ business community, neighborhood leaders, elected officials

#### Related Resources:

- [Lights On Afterschool Planning Kit](#)





# Quick Tips for Media Coverage

1. [Learn general tips on how the media works](#)
2. [Create a Media List](#)
3. [Invite the Public](#)
4. [Identify your 2-3 key messages](#)
5. [Structure events with media in mind](#)
6. [Appeal to the press, build relationships](#)
7. [Issue news releases](#)
8. [Develop media kits](#)
9. [Manage media at your events](#)
10. [Event management](#)
11. [Reap the benefits of your work](#)
12. [See our related resource for more tools...](#)

## Related Resources:

• [Media Tools](#)

• [Lights On  
Afterschool  
Event Planning  
Kit](#)





# Additional Media Strategies

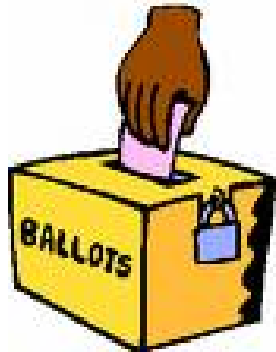
- How to pitch media
- Newspaper opinion page
- Ask radio stations to run public service announcements to promote your program





# Afterschool & Elections

- ❑ Get afterschool on the radar of policy makers and candidates
- ❑ Learn the rules of non-profit lobbying
- ❑ Present a Candidate Kit to those running for office in your community
  - ❖ Includes materials on latest afterschool research and outcomes, polling data and needs assessments
- ❑ Use the Campaign Kit during an election year to raise awareness about the need for afterschool
  - ❖ Includes materials for reaching out to media, community partners and policy makers
  - ❖ Provides actions for varying tiers of election involvement—you don't have to run a full campaign!



## Related Resources:

- [Campaign Website](#)





# Contact Congress

- Call, write or email
- Meet district staff
- Afterschool for All Challenge
  - ❖ Premier afterschool event in the nation's capital
  - ❖ Honoring leaders in Congress and in the States
  - ❖ Let Members of Congress hear from you and your youth about afterschool

## Related Resources:

• [Policy Action Center](#)

• [Reaching Policy Makers](#)





# Afterschool for All



- ❑ *Afterschool for All* brings together individuals and organizations from across the nation who support the vision that all children and youth deserve access to quality, affordable afterschool programs.
  
- ❑ Register your support & be recognized by *Afterschool for All* campaign
  - ❖ Thousands of leaders, organizations and businesses already on board
  - ❖ Sign up to show your support
  - ❖ “28 in 08”

## Related Resources:

[Search for Afterschool for All supporters in your community](#)





# Afterschool Alliance Resources

Facts & Research

AFTERSCHOOL ALERT  
ISSUE BRIEF

Policy & Action Center



Program Toolbox – Funding, Media & Reaching Policy Makers

Subscribe to the Afterschool Advocate





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