



Marketing Afterschool

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





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

- ❖ 21st 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
- ❑ Every \$1 invested in afterschool saves taxpayers \$3
- ❑ Employees say that 40% of high school graduates lack the skills they need to succeed in the 21st century workplace.

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





Policy Matters

Funding & Resources for Afterschool





Federal Afterschool Funding

21st 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	\$1.08 B	\$2.5 billion

Related Resources: [21st 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.

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

For more information, visit www.peavey.com and www.afterschoolalliance.org.

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☐ 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:

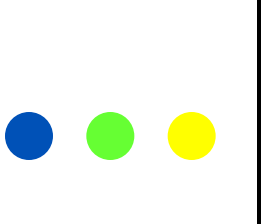
- [Afterschool for All supporters in your community](#)





- ☐ 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](#)

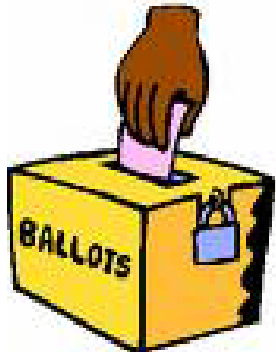
- ☐ Ask radio stations to [run public service announcements](#) to promote your program





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

AFTERSCHOOL ALERT ISSUE BRIEF

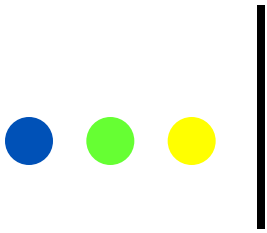
☐ [Facts & Research](#)

☐ [Policy & Action Center](#)

☐ [Program Toolbox – Funding, Media & Reaching Policy Makers](#)

☐ [Subscribe to the Afterschool Advocate](#)





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