Putting Data to Work

Be Confident!

• Voters want afterschool even – and perhaps especially - in tough times
• Public signaling renewed support of government’s role
• Growing intensity suggests moving toward necessity, not “add-on”
Positioning in Tough Times

- Working families need
- Provides jobs (1 job for every 10 kids, programs for 3600 kids means 360 jobs)
- Future competitiveness of country
- Cost-effectiveness/leveraged dollars
  - Matching dollars
  - Public/private partnerships
  - Return is $3 for every dollar invested
Keep Communicating

• Insert in fact sheets
• Newsletters, websites
• Send summary to state legislators, city leaders (esp. newly elected/transition teams)
Media

• Responsiveness to poll data

• Strategies - see tips in Program Toolbox, Media at www.afterschoolalliance.org
  – Letter to editor: see Advocate 12/17/08, also http://www.afterschoolalliance.org/mediaNewspaperLetter2Ed.cfm
  – Edit memo: http://www.afterschoolalliance.org/mediaNewspapersEditorials.cfm
  – Pitch radio show: http://www.afterschoolalliance.org/mediaTipsPitch.cfm
  – Blog
Media

• Localize any pitch materials
  – Program data, evaluations
  – Anecdotes
  – State data from America After 3PM on demand for afterschool programs
  – See state_pages and America After 3PM