



Afterschool Alliance

AFTERSCHOOL FOR ALL

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”



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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



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Keep Communicating

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



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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



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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](#)