

Unlocking Potential: Skills for Impactful Outreach



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Unlocking Potential

What is your current role?

What population do you serve?

How long have you been in your position?



Out of School Time Programs Are Essential

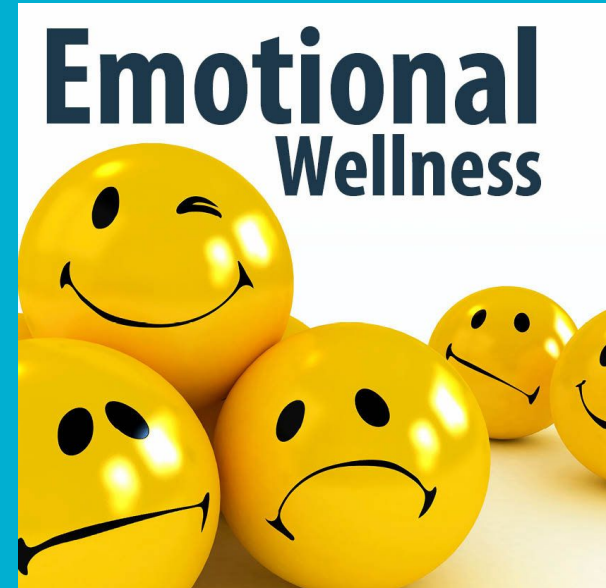
- What you do is so important, and you are doing it well!
- Out-of-School Time (OST) is vital to families statewide
 - Safe place
 - Caring environment
 - Academic support & enrichment
 - Vital to working parents & our economy
- Your programs have a compelling story- are they being told?

96%



The Importance of Out of School Time Programs

- DPI statistics about afterschool & mental health
- Building life skills 96%
- Academic help 73%
- Physical activity 85%
- Receiving healthy snacks 70%
- And yet, barriers to access have increased
- [One Pager on OST in WI](#)



Why You Need to Know Advocacy

- Why is advocacy vital to the health of OST programs?
 - OST programs often rely on temporary sources of funding
 - Parents & your community rely on your programs
 - Effective advocacy is required for sustainability
 - If you don't speak, who will?



Preparing the soil for grassroots support



— Share some words about how you feel
about your program and the work you do?
(scan the code with your phone or click on
the link in the chat)



Above ALL

— Quality Programming
Build Relationships

Nothing else will matter, if you don't
do these TWO things!

Steps for Effective Advocacy

- Assess: needs & goals
- Identify: decision-makers, supporters & allies
- Research: funding sources, importance of OST
- Develop a strategic plan & effective messaging
- Take action- think big, start small
- Evaluate- ongoing- how effective is your plan?



Assess

- Reflect; what are the primary needs of your program?
 - What would make your program even better for your children?
 - Listen to you staff, parents, and your kids
 - How can you leverage your strengths & relationships towards your goal?
- Clearly define your goals- collaborate with others- set a smart goal



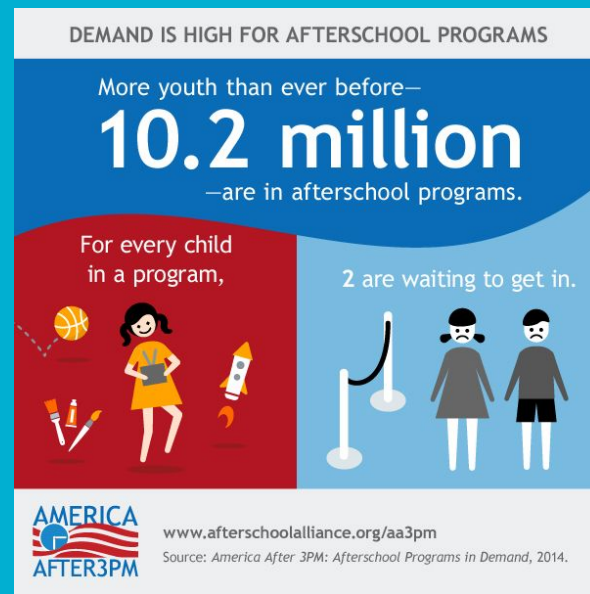
Identify

- Who are the “policy-makers”; who can get you what your program needs?
- Research your potential supporters, partners, allies- staff, parents, grandparents, school staff, teachers, administrators
- Know your opposition, understand their objections, get to know them



Research

- Know your facts– understand the big picture, why is OST critical?
 - How many students & families do you serve?
 - What would happen if your program was suddenly gone?
 - How does OST impact the community, businesses, workforce?
- Engage with internal groups, LISTEN, build relationships
- Understand the legislative process



Plan a Strategy & Develop Your Message



- How will you begin? What small steps can you take towards your goal?
- How will each step build on the next to reach your goal?
 - Write them down
- Develop effective messaging- use what you know, keep it short, what are your *3 most compelling points/facts?*
- Shape messaging to your audience



Effective Messaging: Elevator Speech/Pitch

- An elevator speech is a **short summary** to quickly define *who you are, what you do, and a value proposition*.
- A value proposition is a promise of the *value of the service* delivered by your organization
- 30 seconds to 2 minutes max

A good elevator pitch is...

Short  30-45 seconds or 75-100 words	Personalized  Catered to what is most important to the audience
Interesting  Storytelling, emotion, or compelling data	Confident  But not arrogant!

 WordStream
BY LUCAS

Crafting Your Message

- Who?
- What?
- Where?
- Why?
- When?
- How?



Telling Your Story Quickly- “Elevator Speech”

Who Is Your Audience?

- Parents and other Custodial Caregivers
- School Day Staff
- School Board members
- Your Staff and Volunteers
- The Community At-Large
- Business Leaders
- Elected Officials



What is most important to a given audience?

Effective “Who” Terms

- Caring, knowledgeable, culturally competent staff members
- Well-trained community volunteers
- Serving children in poverty
- Serving students in need of additional support to ensure their success in life

Effective “What” Terms

- High-quality academic support
- Homework help and/or tutoring
- Enrichment programming (engagement in the Arts; STEM; Service Learning/Community Involvement)
- Enhanced social skills/character development
- Nutritious meals/snacks

Effective “Where” Terms

- Safe & Structured Environment
- School Based Setting
- Community Based Organization (CBO) Facility
- Faith Based Location

Effective “When” Terms

- Before school
- Afterschool (when children and youth are most at risk unsupervised)
- XX days per week/XX hours per week
- Equivalent number of additional instructional days
- School year, Summer, Non-school days

Effective “How” Terms

- Well-designed and engaging learning opportunities (“hands-on”)
- Positive role modeling
- Mentoring relationships
- Fostering parental involvement
- Adult learning opportunities/community education
- Full Service Community School approach

More Words that Resonate

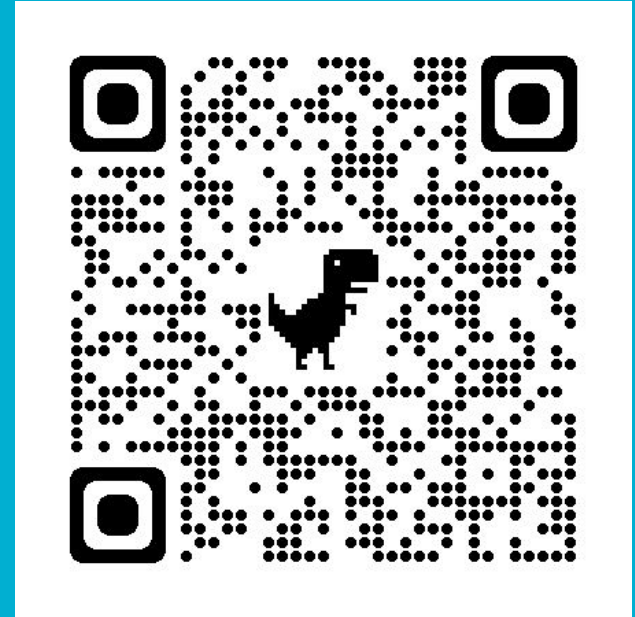
- Quality
- Hands-on Learning
- Safe & Structured Environment
- Academic Support
- Healthy Behaviors
- Culturally Competent
- Fun & Engaging
- Informative



Your Turn

Take a moment to create an “elevator speech” that you might use with a community member or parent you know that you see at the grocery store.

Scan the screen with your phone camera to bring up the google doc with information from previous slides. The link will also be in the chat.

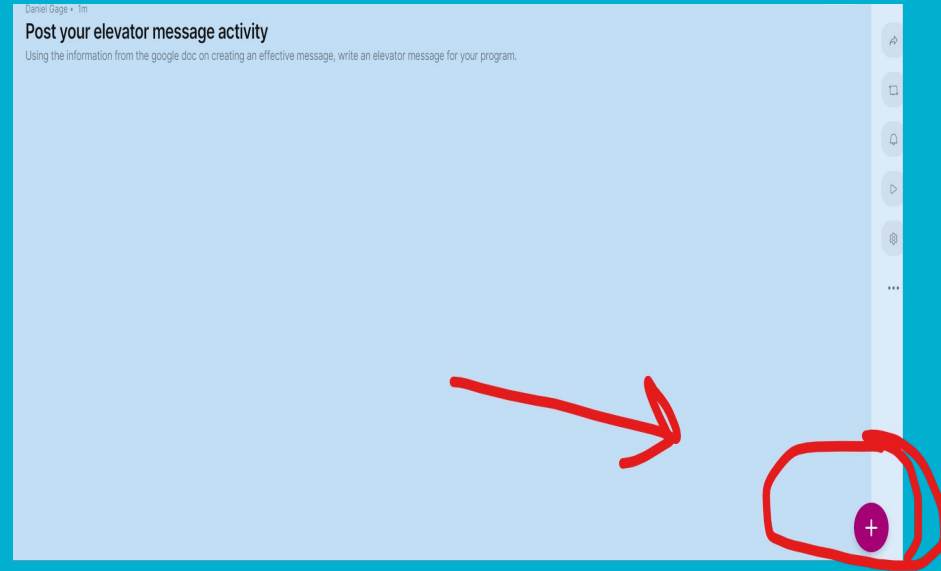


Share out your brief elevator message

10 Minute Activity

- Use the [google doc link](#) in the chat to help you write a brief “elevator speech” about your program.
- Write your short message on some paper or in a document and then share it with the group using this [PADLET Link](#)

Click the PLUS to add content on PADLET



Take Action: Think Big, Start Small

- Internal advocacy is where you begin
 - Your staff, school staff, parents: WHY?
- Be available- find out what's important to THEM, listen, ask questions
- School based; *learn about the academic & behavioral programs used by your school*
- Work up to the external groups
 - School board members
 - Community members- business leaders, city government
 - You never know which person might have a connection unless you ask



Next Steps

- Invitations–teachers, admin, parents, community members, mayor, school board
- Opens houses
- Parent Dinners
- Social media– advertise, show what your kids are doing
- Educate people about benefits and needs
- Make the “ask”



How To Make the “ASK”

- Make it compelling
- Tell the story of your kids
- Tell them how additional resources will help
- Know how much you might need
- Ask if they would be willing to make the difference for students
- Let them know HOW to make a difference



Potential Community/Funding Partners

- PTA or PTO
- Community Organizations: Lions Club, Rotary or Optimist Clubs
- School Board
- Unions- police, fire, teachers, trades
- Businesses- previous school donors
- *Wisconsin Shares* subsidies, parent fees
- Grant opportunities



Evaluate and Assess

- Revisit your goals; have you wandered from your goal? Adjustments?
- Assess outreach & engagement, get feedback, analyze messaging
- **Celebrate successes!**
- Identify your challenges
- Listen, & collaborate with others
- Plan for the future- make adjustments based on your experience & input from others



Thank you for attending!

Here is the link to the [WI Afterschool Network Advocacy page](#)- slides will be posted here

Reach out to me or WAN if you need any further support: danielcgage@gmail.com

