



Live, Online Organizational Development Session

Planning a Lights On! Event: How to Engage Your Policymakers and the Media

Ursula Helminski
Vice President, External Affairs
Afterschool Alliance

Tyra L. Good
Director of Education and Training, YouthPlaces
& Greater Pittsburgh Afterschool Peer Network

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10:00 a.m. to 11:00 a.m.



Moderator for Today's Session



Kathleen (Kacy) Conley

Director

**Pennsylvania Statewide Afterschool Youth
Development Network (PSAYDN)
275 Grandview Avenue, Suite 200
Camp Hill, PA 17011**

Phone: 717-763-1661 ext. 210

E-mail: kconley@csc.csiu.org



Presenters for Today's Session



Ursula Helminski

Vice President, External Affairs

Afterschool Alliance

1616 H St. NW, Suite 820

Washington, DC 20006

Phone: 202-347-2030

E-mail: uhelminski@afterschoolalliance.org



Tyra L. Good

Director of Education and Training

YouthPlaces

2934 Smallman Street, 2nd floor

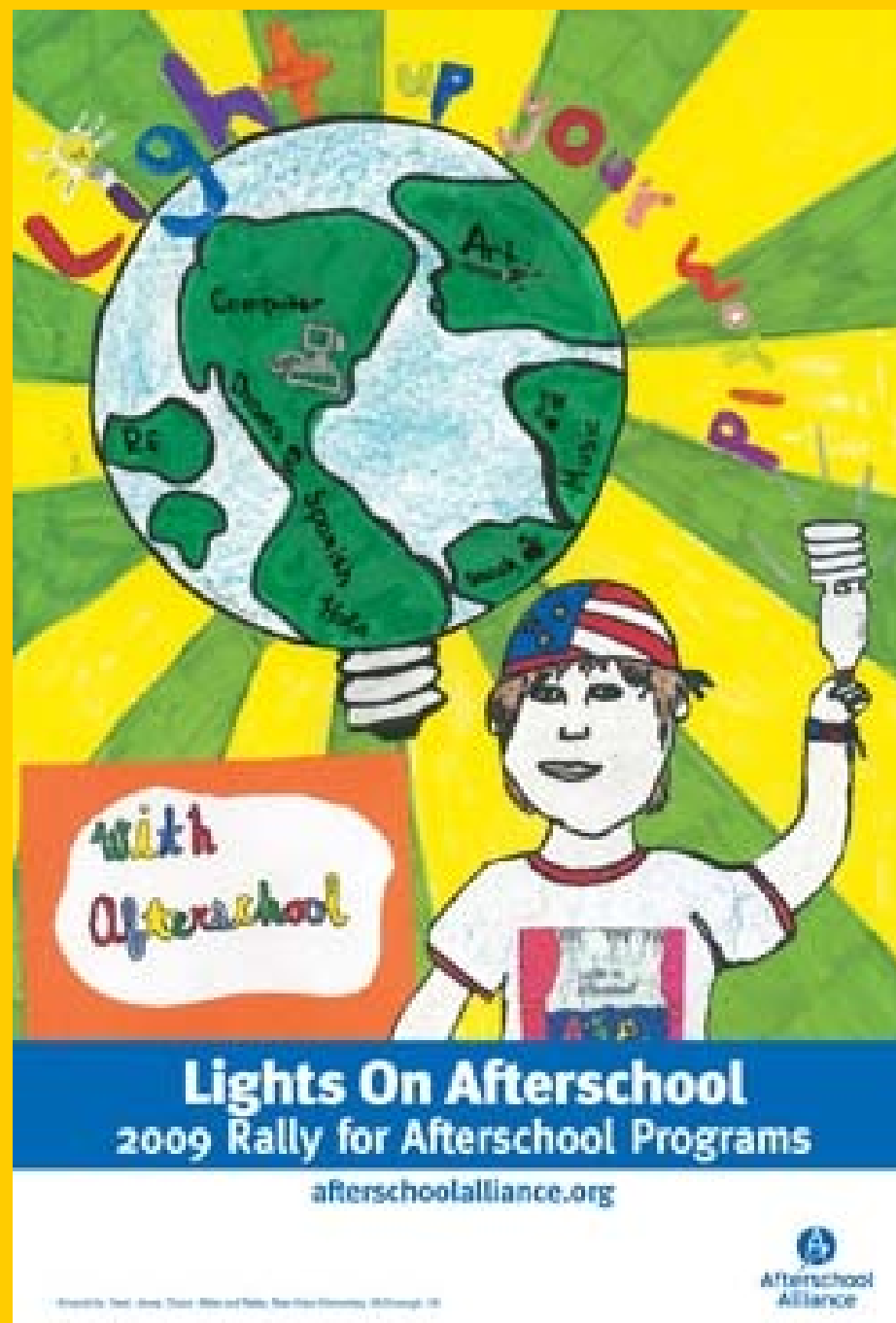
Pittsburgh, PA 15201

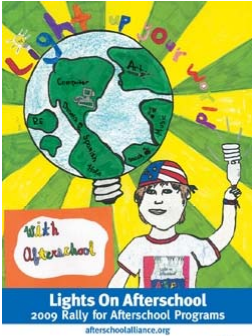
Phone: 412-281-6683

E-mail: tgood@youthplaces.org



Lights On Afterschool 2009





Afterschool Alliance

Working to ensure quality, affordable afterschool for all

- ❑ Nation's leading voice for afterschool
- ❑ Communications and advocacy organization
- ❑ Afterschool programs keep kids safe, inspire them to learn, help working families
- ❑ 25% of youth - 14.3 million children – are on their own after school.



Lights On Afterschool

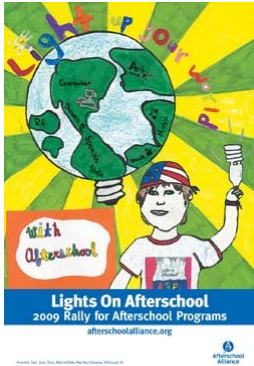
- Oct 22, 2009 - 10th annual nationwide event
- Brings attention to the need for afterschool programs and resources
 - 7,500 events and 1 million Americans nationwide
 - Partners include 4-H Afterschool, Boys & Girls Clubs, YMCA, 21st CCLC
 - Thousands of newspaper & TV stories
- 2009 Highlights
 - **Oct 6 Kick Off in DC**
 - **America After 3PM afterschool supply & demand study**



Audience Question

- Who has held a Lights On Afterschool event before (click smiley icon if yes)

- Who has never held a Lights On Afterschool event before? (click smiley if this is your first event)



Benefits of Holding Lights On Afterschool

- Connect with like-minded stakeholder organizations and individuals.
- Build relationships with elected officials.
- Engage private sector and local business.
- Get media coverage and develop media contacts.
- Nurture new partnerships and funders.
- Building overall Good Will in the community.



Pennsylvania Lights On Afterschool

- Lessons Learned
- Discussion and Questions and Answers about Pennsylvania examples.



Planning Tools

- Register your event on the Afterschool Alliance website and get planning tools for successful events
 - Registered events are promoted to media, Congress
 - Used to select sites to get extra materials - light bulb balloons
 - Event listed in searchable event database on website (promoted to media for 6 weeks)
- Sample press and policymaker materials
- Tips on getting Lights On sponsors
- Case studies from across the country
- Artwork and graphic files
- ***Plagiarism encouraged*** - use anything and adapt as you like



What to do

Student Showcase:

- Youth-led skits, spoken word, dance, music; art displays, service projects, etc.
- Contest or competitions
- Special speakers, presentations or award presentations
- Light Bulb art decoration
- Presentation by youth
- Fundraiser





Whom to invite

- ❑ Youth, parents, program staff
- ❑ Business and community leaders
- ❑ Policymakers and elected officials
- ❑ Youth and community organizations:
 - School sports teams, extracurricular groups, academic and service clubs, etc.
- ❑ Local celebrities
 - Radio host, TV news personalities, local athletes



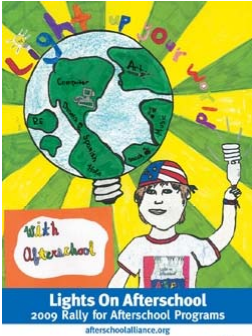
When and Where?

□ WHEN

- Afternoon hours for trip to museum, State House, or other outing.
- Regular afterschool hours
- Evening for maximum parental involvement
- Morning for media or policymaker event

□ WHERE

- School or program site, indoors or outdoors
- Museum, city hall, public park
- Shopping mall, place of worship, etc.



Engaging Policymakers

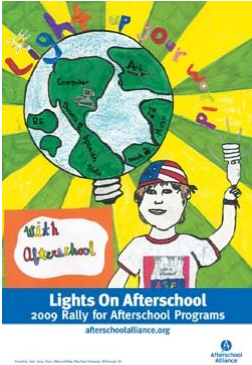
- Invite them specifically, and call them for follow-up. General email or mailed invitation is not enough. Ask them to do something: proclamation, master of ceremonies, etc.
- Have them see the youth in action.
- Share your successes!
- Have students, parents and school leaders thank them for what they have done and what they will do on behalf of children and afterschool programs.



“Musts” for Media

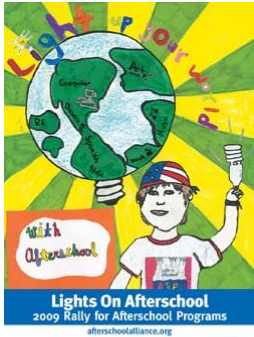
- Create Media List
- Stick to a message & Repeat, Repeat, Repeat
- Accessible location
- If event is after school, start early
- Use alerts, releases, media kits
- Good visuals
- Don't let the story end





Keys to Success

- Build Event around your Goals
- Make the Most of Existing Relationships
- Involve Youth
- *Don't forget to register your event!*



Planning Tools – afterschoolalliance.org

[Home](#) | [Contact Us](#) | [Contact Us](#)



search [go](#) [about us](#) [lend a hand](#) [afterschool in my community](#)

- Policy & Action Center
- Facts & Research
- Press Room
- Afterschool for All Challenge
- Lights On Afterschool
- Afterschool for All Campaign
- Advocate Newsletter
- Afterschool Ambassadors
- Publications
- Links
- Program Toolbox**
- How to: Reach policy makers Fund and market your program
- DONATE**
- Join us!** get afterschool updates
- Contact Congress Zip: [go](#)
- Afterschool Alliance on **facebook**
- AFTERSCHOOL RADIO** Click to Listen

Lights On Afterschool

[register](#) | [press room](#) | [find an event](#) | [national partners](#) | [event planning kit](#) | [gallery](#) | [history](#)

Lights On Afterschool Event Planning Kit

Join the Afterschool Alliance and afterschool programs across the country in rallying for afterschool programs. More than 7,500 communities, and 1 million Americans celebrate *Lights On Afterschool* every year!

Our Event Planning Kit makes it easy for you to take part, and help show the important role afterschool programs play in our communities, and in our nation. *Lights On Afterschool* events, like afterschool programs, come in all shapes and sizes, from stadium rallies and town parades to open houses and program tours. Celebrate in a manner that works best for your program and community.

Use the navigation bar at the right to locate all your event planning resources, from media materials to blinking light bulb buttons. To get start, we recommend:

1. Ask yourself some key questions in our [Who, What, When & Where](#) to start thinking about the goal of your event and what it might look like.
2. Look over the [Timeline/Checklist](#) for an overall sense of your planning timeframe, how to manage your event and get the most out of it.
3. Move on to our [Event Ideas](#) area to get your creative juices flowing.

Lights On Afterschool was created to be used by you, to promote your program and efforts, so please feel free to use and adapt anything here to suit your needs. Our goal is simply to make it easier for you to participate, so that as many communities as possible help tell the afterschool story. The more events we have, the stronger our collective voice.

Use *Lights On Afterschool* to:

- Get parents, community leaders and elected officials, kids, members of the press, potential funders, volunteers and others excited about afterschool.
- Showcase the achievements of your program and your students. Highlight your local partners and invite them to participate.

Event Planning Kit

- Download PDF Kit
- Who, What, When & Where
- Timeline/Checklist
- Event Ideas & Activities**
- Case Studies
- Issue a Proclamation
- Afterschool for All Petition
- In an Election Year
- Going Green**
- Engaging Policy-Makers**
- Media Tips & Sample Materials**
- Sponsorships & Fundraising**
- Order Lights On Items**
- Graphics & Materials**
- Email & Print Invitations
- Newsletter Article
- Light Bulb Art
- Logos
- Poster
- Web Banners
- Fact Sheets



Tools to Use

- Lights On Afterschool Tool kit on Website
- Fact Sheets, Issue Briefs
- America After 3 PM
- Policy & Action Center
- Afterschool Advocate news
- Funding Database

