

LIGHTS ON AFTERSCHOOL

A project of the Afterschool Alliance

14th annual
nationwide rally for
afterschool programs

Oct. 17, 2013



The 14th annual
LIGHTS ON AFTERSCHOOL
afterschoolalliance.org





Afterschool Alliance

AFTERSCHOOL FOR ALL

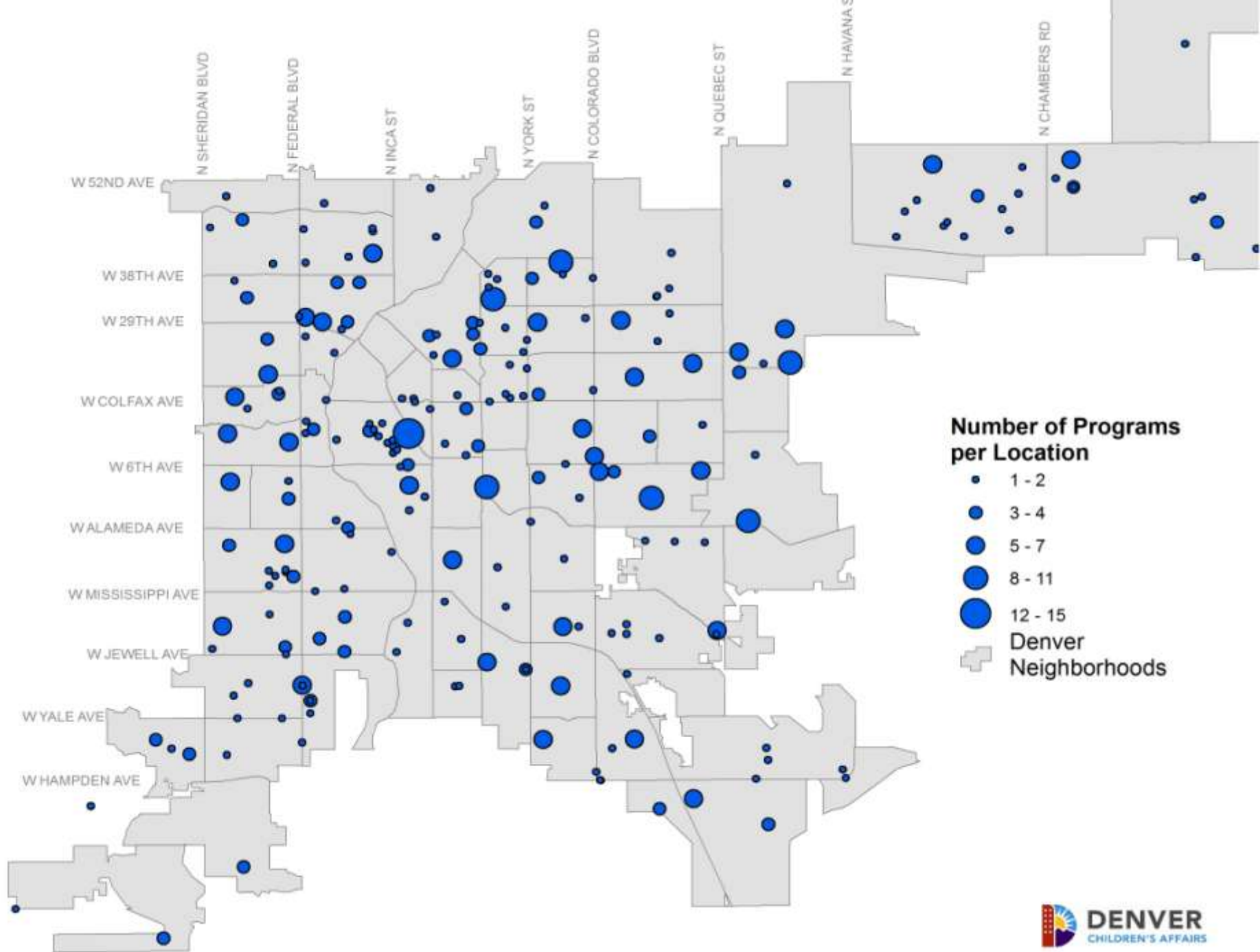
Working to ensure all children have access to quality, affordable afterschool programs.

- Nation's leading voice for afterschool
- Working with grassroots and grassroots advocates
- Network of 26,000 afterschool programs—join us at www.afterschoolalliance.org
- Afterschool policy, news, research, funding
- **Tools: How to market afterschool, reach media & policy makers



How Lights On Supports your Systems Building?

- Public show of commitment from leaders
- Coordination
 - Feel good intro to messaging/communications
 - Provide messages that draw attention to system
- Grow your database
- Highlight quality – public perception, demand
- Generate greater public will



Lights On is an opportunity to:

- Call attention to your program's successes
- For community leaders to see your kids in action
- Highlight the need for more resources
- Start or solidify a relationship with elected officials
- Engage private sector and local business
- Get media coverage and develop media contacts
- Nurture new partnerships and funders
- Build awareness and goodwill in the community
- Give your children, your staff and parents something to celebrate!!



THREE EASY STEPS:



Register your event



Plan your event



Publicize your event



REGISTER

www.afterschoolalliance.org/loa.cfm

BE COUNTED

GET FREE SUPPORT



www.afterschoolalliance.org/loa.cfm

LIGHTS ON AFTERSCHOOL

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[Home](#) [Register](#) [Plan Your Event](#) [Find An Event](#) [Gallery](#) [Press Room](#) [Partners](#) [Contests](#)

[Afterschool Alliance Site](#)

Keep the *Lights On Afterschool*!

Celebrate Lights On Afterschool on Oct. 17, 2013!

Each October, 1 million Americans and thousands of communities nationwide celebrate *Lights On Afterschool* to shine a light on the afterschool programs that keep kids safe, inspire them to learn and help working families.

[Register Your Event](#)



PLANNING KIT

Events are easy!

Our Event Planning Kit has everything you need. From sample materials to event ideas to a planning checklist and more, this is the place to start.



FIND AN EVENT

More than 1 million will be celebrating.

Find Lights On Afterschool celebration near you.



PHOTO CONTEST

Ready. Set. Shine!

Enter the Bright House Networks photo contest.





Planning your celebration

- Think about your goals/needs
 - To get started with the “who, what, when & where”: afterschoolalliance.org/loaWhoWhat.cfm
- Showcase students
 - Tips on involving youth in planning & celebration: afterschoolalliance.org/loaInvolveYouth.cfm
- Special speakers, presentations, awards
- Involve partners
 - Use your own, or find local supporters here:
www.afterschoolalliance.org/loaNatPartners.cfm
- Role for local leaders



Your invitation list

Policymakers and elected officials

- ❑ Key to long term support
- ❑ Looking for positive community exposure
- ❑ Touching and feeling program: priceless

Please join us

- ❖ Youth, parents
- ❖ Policymakers and elected officials
- ❖ School staff
- ❖ Business leaders
- ❖ Community organizations
- ❖ Media
- ❖ Local celebrities - radio host, TV news personalities, local athletes



When and Where?

- **WHEN**
 - Regular afterschool hours
 - Evening for maximum parental involvement
 - Morning for media event
- **WHERE**
 - School or program site, indoors or outdoors
 - Museum, city hall, public park
 - Shopping mall, place of worship, etc.



Ways to Engage Policy Makers

www.afterschoolalliance.org/loaReachPolicy.cfm

1. Invite them to your event
2. Site visit
3. Ask them to speak
4. Give an award
5. Proclamations
6. Make afterschool an election issue





THREE EASY STEPS:



Register your event



Plan your event



Publicize your event



Media

www.afterschoolalliance.org/loaMediaMain.cfm

1. Structure your event with the media in mind—visuals, timing, speakers
2. Create a media list
3. Use the media to invite the public to your event
4. Identify your key messages—and use them constantly!
5. Make your story appealing
6. Issue a news release
7. Press kits
8. Don't stop on Oct. 17!