



Advocacy for Afterschool

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NYSAN

NEW YORK STATE AFTERSCHOOL NETWORK

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“Who’s Who” – Part 1



“Who’s Who” – Part 2



“Who’s Who” – Part 3





Advocacy is...

- Educating
- Engaging
- Telling the story
- Bringing about **CHANGE**



Workshop Overview

- Timelines
- Targets
- Messaging
- Activities
- **PLANNING FOR ACTION**

Funding Streams for Afterschool and Youth Development Programs

Local

- Out-of-School Time (OST)
- Beacons
- Discretionary
- Cornerstone
- County
- Office of Mayor
- Local Initiatives

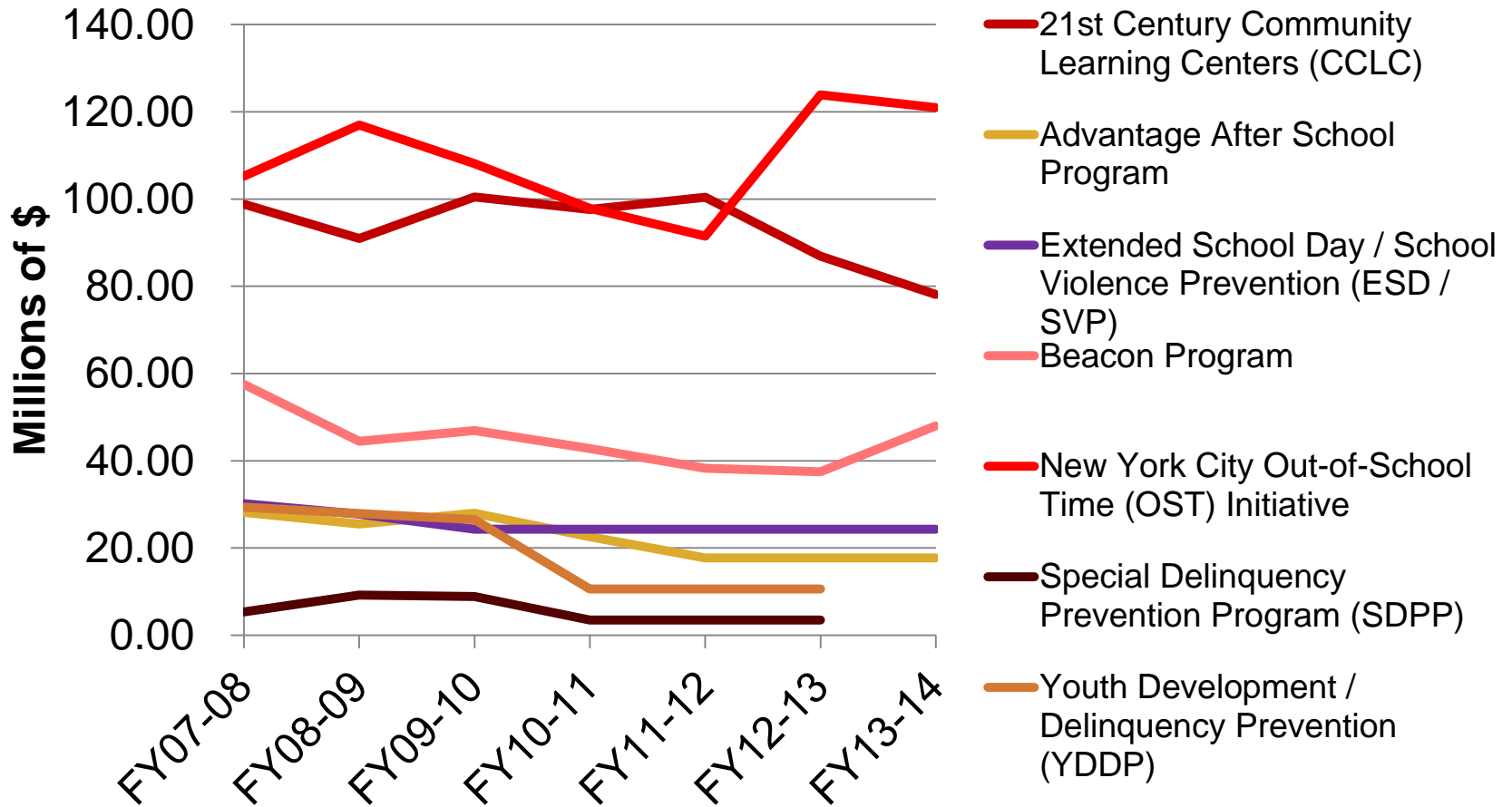
State

- Advantage After School
- Extended School Day/School Violence Prevention
- Youth Development Program
- Community Schools
- Extended Learning Time

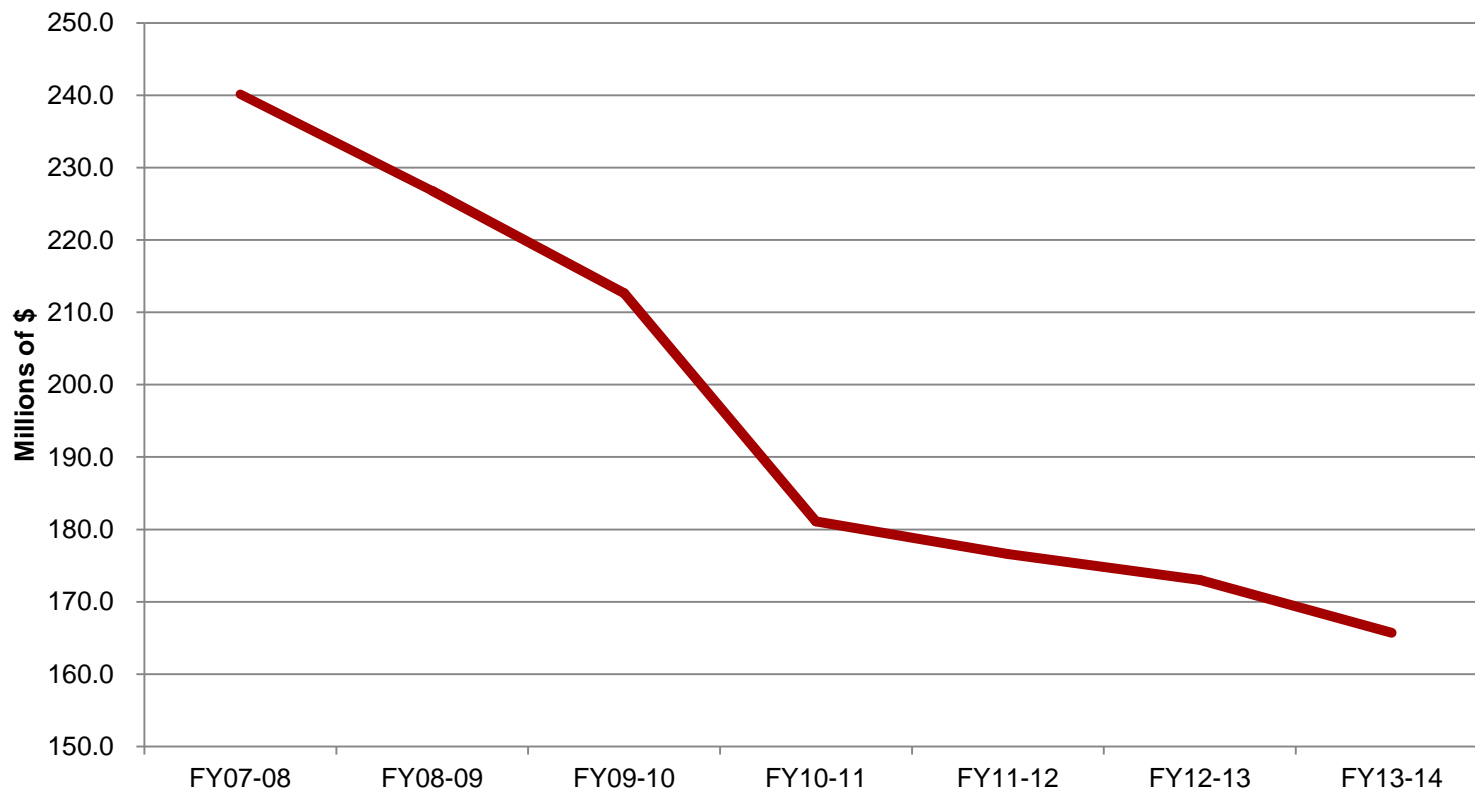
Federal

- 21st Century
- At-Risk Afterschool Snack and Supper
- Child Care Development Fund (CCDF)
- AmeriCorps

Afterschool Funding Streams



Decline in Funding for Youth Development Programs in New York State





New York State Budget Timeline

- Fall Agencies and Governor prepare Executive Budget
- January Governor Releases Executive Budget
- February Budget Hearings
- Feb/March Budget Negotiations
- April 1 New Fiscal Year



Federal Budget Timeline (In Theory)

- Early February – President submits budget
- March 15 – Committees submit “views & estimates” to budget committees
- April 15 – Congress adopts a budget resolution
- May 15 – House can begin appropriations bills
- June 15 – Congress completes reconciliation bill
- June 30 – House completes appropriations bills
- October 1 – New fiscal year begins



ADVOCACY TARGETS



Engaging Elected Officials

- Maintaining a year-round relationship with elected officials is key to advocacy success
- Don't just contact when you need money – invite and inform
- Do a little research – Do they have a connection to after-school? Background in sports? Kids?
- Bring the kids – no one can engage elected officials more than children
- Remind them of your program – send newsletters, program attire
- Say thank you!



Engaging Elected Officials: Staff Members

- Don't be disappointed if you meet/speak with staff – staff has ear of member
- Staff may be young but engaged and professional
- Invite staff to visit your program – make this a personal cause for them



AFTERSCHOOL MESSAGING



Who Has An Afterschool Story?

- Principals
- Parents
- Students
- Afterschool Staff

Everyone has a personal connection to after-school and it should be shared!



Know Your Audience

- Can s/he help with the issue you are raising?
- What committees does the s/he serve on?
- What are her/his interests?
- Listen to the questions s/he asks – they will tell you what her/his priorities are.



Effective Messages

- Parents need afterschool to be able to work
- Crime/Quality of Life: Afterschool has been shown to reduce juvenile crime
- Education: Afterschool increases student attendance & engagement, which leads to greater achievement and higher graduation rates



Ineffective Messages

- Accusatory: If you don't do this, you don't care about kids
- Overpromising: I can solve all of the world's problems through my program – tomorrow
- Divisive: You shouldn't be giving money to them, you should be giving it to me
- No ask: Here's a sob story, but I'm not going to ask you to do anything about it



Follow Up

You don't have to know everything.

You just need to know your program.

- Statistics, research, budget numbers, bills, etc., tell them you'll get back to them.
- Ask NYSAN.
- Get back to them.



AFTERSCHOOL ADVOCACY ACTIVITIES



Advocacy Activities

- Newsletters
- Site Visits, Program Events
- Lights on Afterschool
- Legislative Visits
- Testimony
- Postcards, Letters
- Video Testimonials
- Books, Artwork
- Social Media



Most Important to Remember in Advocacy....

- Be comfortable and be yourself
- Be passionate – tell the personal stories
- You don't need to be the expert!