

# Communicating AFTERSCHOOL messages

1

## CONNECT

with your audience. What goals do you have in common?

2

## FRAME

what we do on behalf of young people, in a consistent way, to unify the voices of afterschool and community learning providers and stakeholders.

### OUR COMMON FRAME:

Young people need opportunities to learn and grow afterschool and in the community.

3

## DESCRIBE

the benefit young people get when they take part in your program. Stories create powerful examples.

4

## CLARIFY

the need. What is the problem? Explain what resources are lacking or how young peoples' needs aren't being met.

5

## ASK

for action.  
What would you like your audience to do?



# EXAMPLES FOR COMMUNICATING AFTERSCHOOL MESSAGES

## 1 CONNECT

Always start by talking about a goal you have in common with this particular audience (this will change depending on your audience).

AUDIENCE	CONNECTION
Parents	Support their desire for safe and successful young people.
Policy Makers	Sound investment. It's the best use of taxpayer dollars.

## 2 FRAME

**FRAME WHAT WE DO** on behalf of young people, in a consistent way, to unify the voices of afterschool and community learning providers and stakeholders.

**OUR COMMON FRAME:** *Young people need opportunities to learn and grow afterschool and in the community.*

## 3 DESCRIBE

**HIGHLIGHT THE DEVELOPMENTAL BENEFITS** to young people when they engage in afterschool and community learning opportunities and link these benefits back to your program. Stories create powerful examples.

AUDIENCE	ESTABLISH THE BENEFIT TO YOUNG PEOPLE . . .	. . . THEN LINK THE BENEFIT BACK TO <i>YOUR</i> PROGRAM
Parents	Develop decision making skills and practice responsibilities of leadership.	Through participation on a youth board.
Policy Makers	Practice real world skills, including team work and project management	Through leadership programs and/or internship opportunities.

## 4 CLARIFY

### ESTABLISH THE NEED.

What is the problem? Explain what resources are lacking or how young peoples' needs aren't being met.

AUDIENCE	CLARIFYING THE NEED
Parents	It's too bad we don't spend more time paying attention to what our young people are doing outside of school hours. When we intentionally expose young people to high-quality afterschool and community learning opportunities, they can grow and develop into confident and contributing adults.
Policy Makers	Between budget cuts and the hard economic times our families are experiencing, many of our young people don't have access to these kinds of opportunities.

## 5 ASK

**ASK FOR ACTION.** Be clear about what you want them to do and how they can contribute.

AUDIENCE	ASK FOR ACTION
Parents	We want parents to <b>enroll</b> their children in high-quality afterschool and community learning experiences like <i>(name of YOUR program here)</i> to support their successful transition into adulthood.
Policy Makers	We need your <b>support</b> for the Afterschool Community Learning Act to help ensure we are making informed decisions on behalf of our youth and that we are leveraging public, private and family resources to best meet their needs.

