

Save Afterschool!

Developing an Advocacy Strategy to Preserve Our Programs



Afterschool Alliance

About the Afterschool Alliance

- National non-profit based in DC
- Wide & deep reach at the grassroots & grasstops
 - Work with more than 25,000 program providers
 - 50 statewide afterschool networks
 - 100+ Afterschool Ambassadors at the city level
 - Bipartisan afterschool caucus in House & Senate
- Systems-building approach:

1

Field-Building

2

Research

3

**Policy, Advocacy &
Communications**



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Today's Agenda

- Save Afterschool: What's at Stake?
- Creating a Plan
- Putting it into Action



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Save Afterschool: What's at Stake?



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FY18 Budget Proposal

- Eliminates 21st Century Community Learning Centers (21st CCLC)
 - Would effect programming for 1.7 million children & teenagers
- Opposition to budget (media/public)
- Cuts still likely without a fight
 - New priorities may include border wall, tax changes, defense spending, charters/vouchers
 - Ryan-Murray Budget deal expires and sequester returns
 - 2017 still a concern



Creating a Plan:

Advocating for Afterschool in Your Community



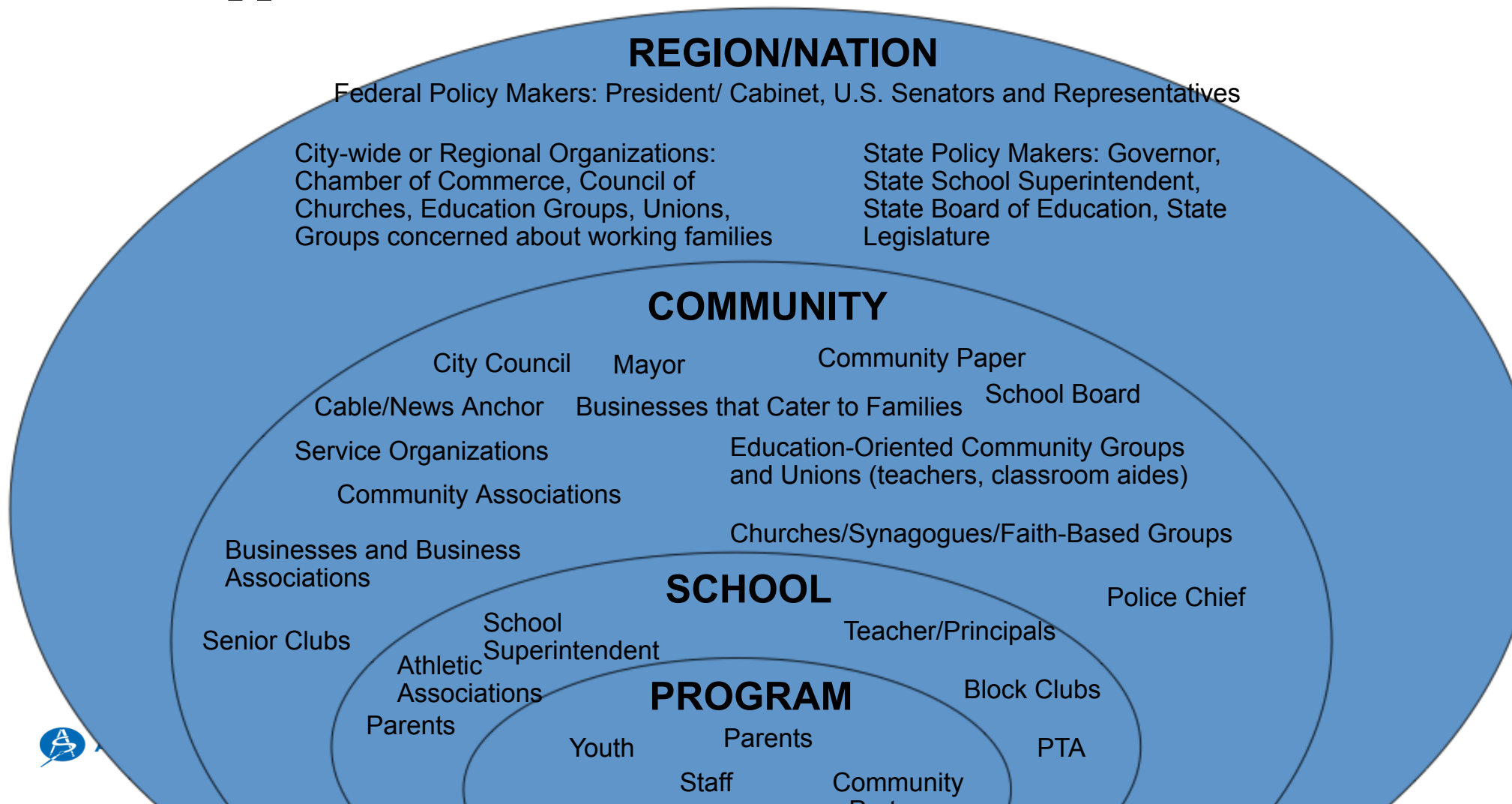
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Developing an Action Plan

- Things to think about:
 - What your goals? Long-term? Short-term? Immediate?
 - Who are your allies? Who supports afterschool or summer learning in your community?
 - Who are you targeting?
 - How do you plan to get the attention of each target?



Ripples of Influence



Building Collaboration Worksheet

Our vision:

program's

	Who they Represent in the Community (i.e. business)	Their Mission/Interests from the Collaboration	Needed Resources	Actions to be Taken	Who is Responsible?
Partner Source					

Other Potential Partners

Strategy Chart for _____

Goals

Organizational
Considerations

Constituents Targets Tactics

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Long-Range Plan Grid

Vision/Mission Statement:

Goals: Objectives: Dates:

Long Term

Short Term