



# COALITION TOOLKIT



**LET'S MAKE  
THIS EASY.**

So you can readily show your support for Michigan's after school and summer programs, we're offering ready-made tools for sharing accurate information, news, and advocacy messages.

Please voice your strong enthusiasm for OST learning as often as you can!

 [MiAfterSchool.org](https://MiAfterSchool.org)

 [@MIAfterSchoolPartnership](https://www.facebook.com/MIAfterSchoolPartnership)

 [@MIAfterSchool](https://twitter.com/MIAfterSchool)

[#FundMichOST](https://twitter.com/MIAfterSchool)

## COALITION MEMBER ACTIVITIES

Here's everything we need you to do, rendered as one simple graphic memory aid (see, we told you this would be easy).

We even put the items in order—by how often we hope you'll be thinking about them.



# SOCIAL MEDIA TIPS & ASSETS



## SOCIAL MEDIA TIPS

- **Be purposeful in your posting.**

Social media is designed to engage people in conversation. Before you post, ask yourself whether the information you're sharing helps you advance the conversation in a way that makes sense and supports your objectives.

- **Use visual content.**

Images, GIFs and videos are more likely to get noticed and shared. Lots of resources related to OST are online; take a moment to find and amplify them whenever you can.

- **Tagging lawmakers boosts visibility.**

Adding a social media tag will help draw notice from specific policy leaders and can increase views.

- **Stay positive and constructive.**

Whether posting or commenting, be sure to think carefully about what you're saying. Be polite and professional in your words, exercise clear judgment, and don't let social media trolling get you down.

- **Amplify, amplify, amplify!**

Look for content from like-minded organizations and individuals, and retweet/repost it with your own thoughts.



## POST CLIPS TO SOCIAL MEDIA

- **Interview students, parents and partners.**

Capture 15 seconds of folks telling you, in their own words, what OST programming means in their lives. Make it short, compelling, and to the point.

- **Post and tag a lawmaker or two.**

When you do, you'll help share the story of OST in your community and help ensure strong funding for the future.

- **Repeat!**

Consider repeating the process every week or so. It will help increase awareness of the need for OST funding—and create positive PR for your program.



# TIPS FOR POSTING A “SELFIE” VIDEO

- **Choose the right background.**

Make sure it's simple, clean and free of objects and images that you don't wish the entire world to see.

- **Check your lighting.**

Make sure your face isn't in shadow, or that you have a bright light/window behind you. Nothing is worse than watching a dark silhouette!

- **Record horizontally.**

This helps with video quality and sharing.

- **Make sure your voice can be heard.**

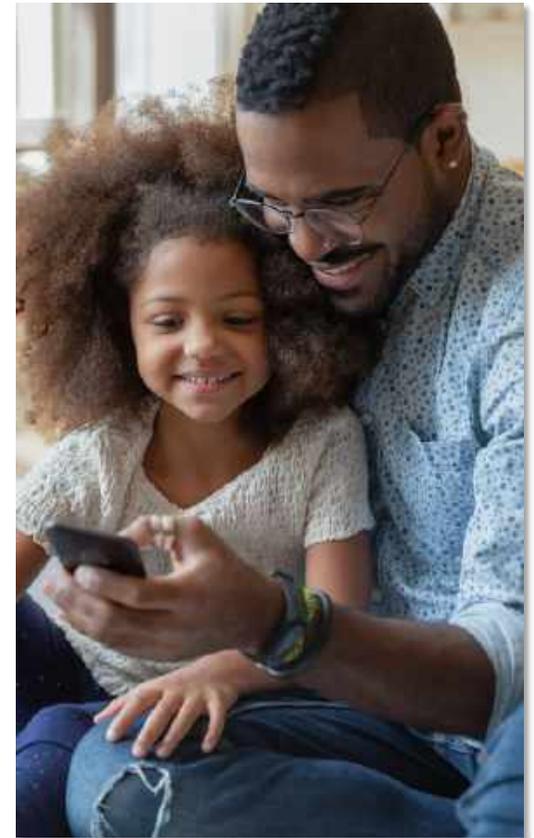
Look out for noise pollution (crying babies, barking dogs) and do a quick sound check to make sure you're not muffled or echoing.

- **Choose your words.**

Think about what you'll say before you press the red button. Use the MASP talking points as a foundation for your comments. Practice once or twice. Then go!

- **Keep it short.**

The average social media scroller will only pause for about 15 seconds (at the most) to listen to your video. Keep your message tight!



# READY-MADE SOCIAL MEDIA MESSAGES

## Support for the OST Budget/Supplemental Efforts

#Michigan students don't stop learning at the end of the school day. They need quality OST funding opportunities to keep them engaged and growing. [#FundMichOST](#)

#Michigan has the funds to support community learning programs and keep them strong just when they're need most. [#FundMichOST](#)

#Michigan's children need strong academic and personal supports after the school day ends. Let's fund the programs that can keep them strong and thriving. [#FundMichOST](#)

Proud to support the after-school and summer programs that are keeping our children engaged and learning. [#FundMichOST](#)

#Michigan's inadequate and inequitable investments in expanded learning time—before and after the school day and during summer break—need to be dramatically improved. [#FundMichOST](#)

To offset the effects of COVID-19 and help all students catch up, #Michigan must invest in afterschool time—and quickly. [#FundMichOST](#)

Supporting student learning afterschool is a smart strategy for combating COVID-19 effects on students and strengthening our state's workforce. [#FundMichOST](#)

#Michigan can't afford to wait to fund its after school and summer programs. We urge our lawmakers to act NOW to [#FundMichOST](#)

State funding can be used to keep #Michigan students learning and growing in all the ways that matter—and can strengthen our state's workforce for generations to come. [#FundMichOST](#)

In today's labor market, it's essential to support #Michigan working families with access to quality, affordable childcare and education. Too many communities don't have the OST supports they need. [#FundMichOST](#)

## Fast facts about OST

Approximately 81% of parents with children in OST programs say the support they received helped them keep their jobs—and their household earnings—intact. [#FundMichOST](#)

National data show roughly half of students who participate in local OST partnerships are able to boost their own math and reading grades. Nearly 70 percent improve their homework completion and classroom participation efforts. [#FundMichOST](#)

Research shows afterschool and summer learning builds strong social and emotional growth for #Michigan students. Coming out of a global pandemic, there couldn't be a better investment. [#FundMichOST](#)

Right now, the ratio between #Michigan youth and the afterschool programs that support them is 376 youths for every program. The problem is worse in SE MI, with a ratio of 531 youths per program. [#FundMichOST](#)

Too often, the youth who miss out on #Michigan OST opportunities are Black, Indigenous or people of color. They frequently struggle with low income at home—and that's a cycle that's likely to continue without strong OST supports. [#FundMichOST](#)

# READY-MADE FACEBOOK POSTS

Research shows that learning doesn't start at the beginning of the school day nor end at its conclusion. But for many Michigan students, learning experiences during these times are out of reach.

**Fund MI  
afterschool  
and summer  
programs**



When it comes to Michigan afterschool and summer learning programs, the state's ratio of 376 youths to every one provider is insufficient. And in Detroit, the problem is even worse at a staggering 531:1.



The youth who miss out on afterschool learning are too often Black, Indigenous, or people of color. Often, they're struggling with low income at home—and that's a cycle that's likely to continue without strong OST supports.



**Afterschool  
programs matter.**



A photograph of a grand, ornate legislative chamber, likely the Pennsylvania State Capitol. The room features high ceilings with intricate gold and blue decorative elements, including murals and classical architectural details like columns and arches. The walls are painted a deep blue with gold trim. The floor is covered in a patterned carpet. Numerous wooden desks with attached chairs are arranged in a semi-circular pattern, facing a central area. Several large, multi-tiered chandeliers hang from the ceiling, casting a warm light. A large, dark wooden door is visible on the left side of the room. The overall atmosphere is one of historical grandeur and formal governance.

# POLICYMAKER OUTREACH

# TIPS FOR CONTACTING YOUR LAWMAKERS

- **Be clear.**

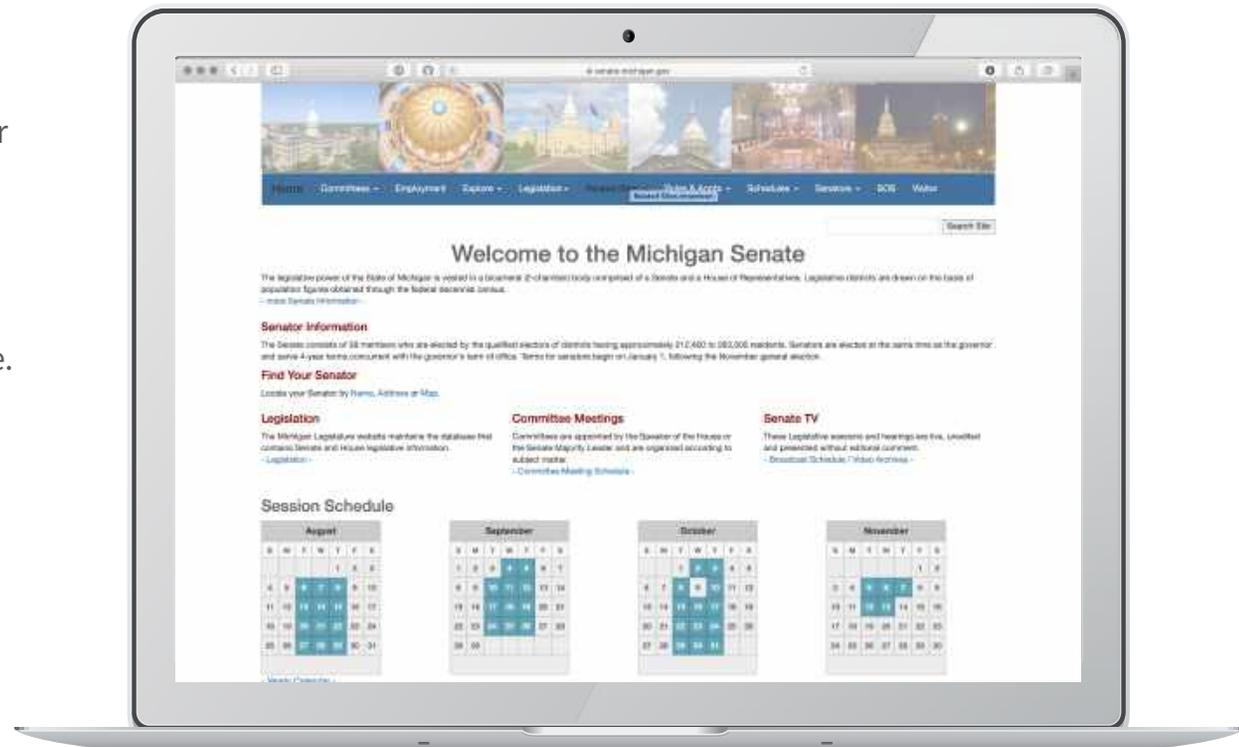
Use your time wisely and plan out your remarks. Busy policymakers appreciate it when you get to the point quickly and ask for clear action. Always be honest and direct without sacrificing courtesy.

- **Communicate multiple ways.**

Sometimes a personal meeting isn't possible. Use email, written correspondence, telephone and in-district coffee hours to reach your lawmaker and share your views.

- **Follow up.**

If you can obtain a personal meeting with a lawmaker, be sure to send a personal thank you note. It'll give you a chance to restate your arguments and show you care.



## OTHER GRASSROOTS APPROACHES

- **Attend coffees and/or office hours.**

Many legislators set up local coffee hours where they can meet with members of the public. Make it a point to be present—and bring your student, if possible! These visits are highly impactful.

- **Reach out to policymakers when appropriate.**

If you hear your issue is up for a vote, make a call or shoot an email to the lawmaker's office. They need to hear from you before they push their buttons to vote!



# SAMPLE GENERIC LETTER TO POLICYMAKERS

Dear <<NAME>>

I am writing to urge your support for a \$100 million General Fund appropriation to support afterschool and summer out-of-school time (OST) learning programs in Michigan.

Although the need for these programs is high, there are too few of them in communities that have high levels of need. A \$100 million appropriation would allow 500,000 more Michigan youth to access the afterschool programs they need.

Michigan's inadequate and inequitable investments in expanded learning time need to be dramatically improved over the long term. But to offset the effects that the COVID-19 pandemic has had on learning and help all our students catch up, Michigan needs to make a significant investment immediately.

National data show roughly half of students who participate in local OST partnerships can boost their own math and reading grades. Nearly 70 percent improve their homework completion and classroom participation efforts.

Moreover, working families benefit when they can send their children to local after school and summer programs. Nearly 90 percent of working parents say these kinds of programs have helped them keep their jobs.

Michigan must look ahead the future, when additional funds are going to be needed to remediate children's learning losses and keep our economy on track for the future.

The dollars are there. The time is now. Our children deserve it.

Sincerely,

/S/





**LETTERS TO  
THE EDITOR**

# TIPS FOR WRITING A LETTER TO THE EDITOR

- **Get right to the point!**

LTEs are usually short. Make your strongest arguments early in the letter and take a firm position. The best letters have a short, crisp introduction, make just 1–3 points (supported with data), then offer a concise conclusion.

- **Make each letter your own**

While sample content is sometimes provided (see next), it's never wise to use it as is. Research the issues yourself and use your own distinctive voice to state your opinion.

- **Don't send the same letter to multiple media outlets.**

Publications prefer original content.

- **Be sure to include your contact info.**

The media outlet will likely reach out to be sure you are a real person.



# SAMPLE GENERIC LETTER TO THE EDITOR

To Whom It May Concern,

I am writing to urge public support for a \$100 million General Fund appropriation to support afterschool and summer out-of-school time (OST) learning programs in Michigan.

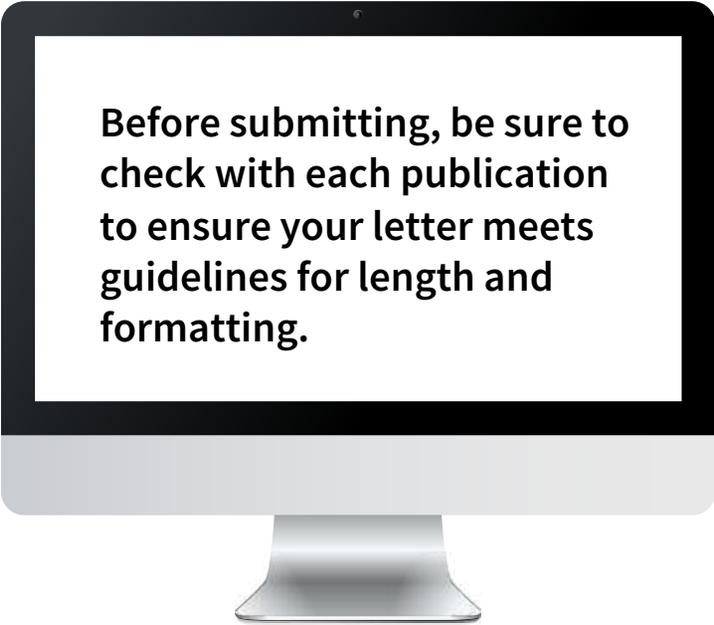
Although the need for these programs is high, there are too few of them in communities that have high levels of need. A \$100 million appropriation would allow 500,000 more Michigan youth to access the afterschool programs they need.

Michigan's inadequate and inequitable investments in expanded learning time need to be dramatically improved over the long term. But to offset the effects that the COVID-19 pandemic has had on learning and help all our students achieve their life ambitions, Michigan needs to make a significant investment immediately.

Today's policy leaders must take specific action to appropriate supplemental funds for this purpose. We know the funds are there—now all that's needed is the political will, action and strategic follow-up.

Sincerely,

/S/



**Before submitting, be sure to check with each publication to ensure your letter meets guidelines for length and formatting.**

A photograph of a business meeting. In the foreground, two people are shaking hands. One person has pink and yellow nail polish. In the background, another person is sitting at a desk with a laptop, their hands clasped. A blue diagonal overlay covers the top right portion of the image, containing the text.

# RECRUITING MORE ISSUE SUPPORTERS



# HELP US GROW.

- Tell your friends, family and colleagues you support the Michigan Afterschool Partnership
- Invite them to visit [MIAfterschool.org](http://MIAfterschool.org).
- Encourage folks to reach out to their policymakers and partner with each other.
- Share information with your employer and volunteer organizations.



For more information, contact  
[stephanie@reschstrategies.com](mailto:stephanie@reschstrategies.com)