

Be an Advocate! Sounding a Voice for Pennsylvania's Children and Youth

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PSAYDN Mission

PSAYDN promotes sustainable, high-quality Out-of-School Time youth development programs through advocacy and capacity building to enhance the welfare of Pennsylvania's children, youth and families.



PSAYDN Vision

PSAYDN's vision is that all children and youth deserve access to high-quality Out-of-School Time programs that promote positive youth development and support the successful transition to adulthood.



PSAYDN Goals

Connecting People

Create a sustainable structure of statewide, regional and local partnerships, particularly school-community partnerships, focused on supporting policy development at all levels.

Creating Opportunity

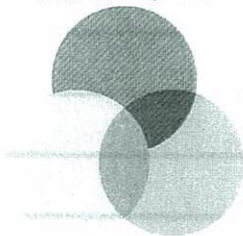
Support the development and growth of statewide policies that will secure the resources that are needed to sustain new and existing Out-of-School Time programs.

Changing Lives

Support statewide systems to ensure programs are of high quality.

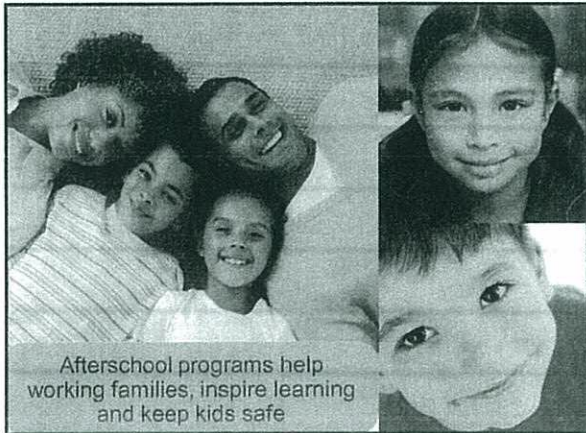
Afterschool Field

Youth Development



School-Linked
& School-Based

School-age
Child Care



Afterschool programs help working families, inspire learning and keep kids safe

What is advocacy?

- Advocacy
 - Speaking out on issues of concern to the public or specific groups
- Public policy advocacy
 - Speaking out to influence public policy or the laws, regulations, funding priorities, programs and actions of government

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Legislative Advocacy

- The goal of legislative advocacy is to develop awareness and commitment among policymakers to change statute
- Examples include:
 - Providing draft legislation to be introduced, commenting on legislation
 - Face-to-face meetings
 - Asking your legislator to support or oppose legislation

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Legislative Advocacy

- For your purposes today, the goal of legislative advocacy is to:
 - Demonstrate the importance of family engagement to your legislators; thereby laying the groundwork to build relationships with them

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Why advocacy is important

- The bottom line: *Your voice has power*
- Lawmakers respond to their constituents
- They must detect broad support in their own back yards before they'll support an issue
- Silence from constituents creates indifference in the Capitol – the result being lawmakers listen to someone else
- You are an expert about the benefits of family engagement in their legislative district

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The Networking Web

Who are individuals that:

- You personally know
- Your staff know
- Your board members know
- Your program parents know
- Your neighbors, family, and friends know

BRAINSTORM with a neighbor
WRITE down your connections

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Techniques to engage your policymakers

Face-to-face meetings

- Arrange to meet lawmakers in their Harrisburg or district office
- Present information on the importance of family engagement
- Demonstrate diverse support from your community

Local events

- Invite lawmakers to local events (ex. *Lights on Afterschool*)
- Take photos for newsletters

Award


- Honor your legislator with an award during an event

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PSAYDN Advocacy Toolkit Tools

- Templates
- Messaging
- Resources



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Meeting Preparation

- Define your objective for the meeting – What do you want to accomplish?
 - If you have never met with your legislator before, your first meeting is a "meet and greet"
 - Your objective to familiarize them with you, your organization and your issues
- Assume the meeting will be brief – usually no more than 15 minutes

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Meeting Preparation

- Prepare talking points tailored to your objective.
 - Talking points should include as many as three key messages related to your issue– order them by priority
 - Share data related to the issue that supports your position

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