



Pennsylvania Statewide Afterschool Youth Development Network

# Advocacy Toolkit

Tools and Resources  
to Continue Your Advocacy Efforts  
Sounding a Voice for Pennsylvania Afterschool  
and Youth Development Programs

pennsylvania statewide  
**afterschool**  
youth development  
network

# Table of Contents

What Is Advocacy? .....	Page 1
What Are the Types of Advocacy? .....	Page 2
How Can Network Members Get Involved? .....	Page 3
What Is Lobbying? .....	Page 3
What Are the Facts? .....	Page 4
The Value of Afterschool Programming .....	Page 4
The Afterschool Hours in America .....	Page 5
Some of Pennsylvania's Afterschool Programs .....	Page 6
Beginning Your Efforts - Legislative Advocacy .....	Page 7
Engaging Lawmakers .....	Page 7
Organizing a Site Visit for a Policymaker.....	Page 7
Steps for Setting up a Successful Site Visit .....	Page 8
Planning Timeline/Sample Schedule .....	Page 10
Sample Invitation Letter.....	Page 11
Sample Thank You Letter .....	Page 12
Federal and State Budget Advocacy Timeline .....	Page 13
Elections .....	Page 14
Media Outreach Ideas and Tips .....	Page 15
Newspaper .....	Page 17
Talk With the Editorial Writers of Your Local Newspaper.....	Page 17
Sample Letter to the Editor.....	Page 18
Key Newspapers of Importance.....	Page 19
Look for a Local Cable Television Interview Opportunity .....	Page 20
Pitch Yourself to a Local Radio Talk Show .....	Page 20
Sample Pitch Letter to a Radio Talk Show.....	Page 21
Take Action Success Story .....	Page 22
Resources to Help You Begin Your Advocacy Efforts.....	Page 24
About the Pennsylvania Statewide Afterschool/ Youth Development Network .....	Page 25

## What Is Advocacy?

- Speaking out on issues of concern to the public or special audiences.
- Examples include testifying at a hearing, writing a letter to the editor and communicating with government officials.

### ■ Why Should the Network Engage in Advocacy?

- Federal and state governments' impact on afterschool programs range from funding (appropriations to special state and federal programs) to program standards.
- Legislators and government officials respond to constituents.
- Pennsylvania Statewide Afterschool/Youth Development Network (PSAYDN) members are an important source of information on out-of-school and youth development issues for government officials and the media.

