



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.

