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Let your supporters tell their stories by phone

Call-in days to decision makers can showcase the wide range of support for your campaign and empower your supporters to tell their own stories. A successful call-in day requires careful planning beforehand.



Call-In Day Checklist

Pick up the phone

For elected officials, go to the governmental website. When you find the main switchboard line, call and ask who the best person would be to contact about your issue.

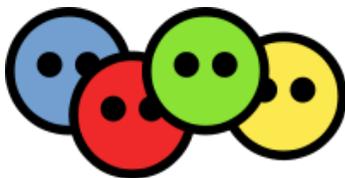
Once you've found a phone number to use, have a friend or colleague try the number as well, to ensure they have the same experience. It's best to have a few phone numbers on hand, in case a voicemail box fills up or someone is out of the office.

Choose "public" or "surprise"

Will you work with the decision maker beforehand and let them know you're calling in, or will you just do a surprise phone rally? This depends on your relationship with your decision maker. If you're trying to convince an elected official to vote a certain way, and the testimonials from callers might help him or her justify a decision, you may want to notify them beforehand.

If your interactions with your decision maker have not been cordial, it may be best to call unannounced. An unannounced phone rally creates more of a sense of urgency and may mean the decision maker hasn't planned a response.

Invite your callers



Since your "ask" to your supporters for a call-in day is more involved than simply asking people to sign a petition, think about who you want to participate and how you ask.



Write a script

Your supporters may feel shy, or be too busy to collect their thoughts. Help them out by writing a script. Email them your request for help, as well as the script, on the day of the call-in or throughout the phone banking timeframe.

Check in



Throughout the call-in, periodically check in to make sure the phone number is still working. Frequently, the voicemail callers are transferred to will fill up. If that happens, message your callers again to give them an update, and make sure they know about any alternate numbers.

Circle back

Thank your callers for their support, and circle back after the fact with your decision maker.

If the call-in day catapults your campaign to victory, mobilize your supporters to thank your decision maker, whether it's with more calls, posting on social media profiles or sending appreciative emails.

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Email asking people to participate in call-in day – Assembly

Dear XXX,

Thanks to your letters, calls and testimony, the Assembly voted to add \$50 million for the After School Education and Safety (ASES) program to fund the first ASES daily rate increase since 2006. To make this reality, we need the support of the Budget Conference Committee and the Governor. This decision to increase the ASES daily rate will be determined in the next week.

Now, we're asking for your help one more time. The Assembly needs to hear, right now, that it can't ignore you. The Committee might be on the verge of a decision to include the augmentation to ASES in the final version of the Legislature's budget, and your voice could be the tipping point.

Will you take just a few minutes to call and leave a message for ASSEMBLY MEMBER XXX?

Call: XXX-XXX-XXXX. If you go into voicemail, please be sure to leave a message.

Here's what you can say:

*Hi, My name is _____, and I'm calling to leave a message for **ASSEMBLY MEMBER XXX** about the Assembly's augmentation to the After School Education and Safety (ASES) program.*

Research has proven that these programs have a range of positive impacts including improved school attendance, English fluency, academic success, health and nutrition, and important social-emotional skill development. It is critical that the state sustain its commitment to after school.

I appreciate the Assembly adopting an augmentation of \$50 million to the After School Education and Safety (ASES) program. Those additional funds will protect successful, quality after-school programs that serve over 400,000 students daily from being squeezed out of operation by nearly ten years of increased costs, including two statutory minimum wage increases, and no cost of living increases.

[BRIEFLY DESCRIBE YOUR STORY AND EXPERIENCE IN CONNECTION TO EXPANDED LEARNING]

*When this item comes before the Budget Conference Committee, please urge Senate Conferees to adopt the Assembly's augmentation for ASES. This funding correction would ensure program providers' ability to deliver engaging and effective expanded learning services to students in **XXX CITY/COUNTY/DISTRICT** with the highest needs and fewest resources.*

Thank you for your time.

A phone call will send a powerful message to at this crucial time for children and youth.

Thank you for taking action,

Your name

P.S. We'd love to hear back if you made a phone call. Let us know how it went!



Email asking people to participate in call-in day – Senate

Dear XXX,

Thanks to your letters, calls and testimony, the Assembly voted to add \$50 million for the After School Education and Safety (ASES) program to fund the first ASES daily rate increase since 2006. To make this reality, we need the support of the Budget Conference Committee and the Governor. This decision to increase the ASES daily rate will be determined in the next week.

Now, we're asking for your help one more time. The Senate needs to hear, right now, that it can't ignore you. The Committee might be on the verge of a decision to include the augmentation to ASES in the final version of the Legislature's budget, and your voice could be the tipping point.

Will you take just a few minutes to call and leave a message for SENATOR XXX?

Call: XXX-XXX-XXXX. If you go into voicemail, please be sure to leave a message.

Here's what you can say:

Hi, My name is _____, and I'm calling to leave a message for SENATOR XXX about the Assembly's augmentation to the After School Education and Safety (ASES) program.

Research has proven that these programs have a range of positive impacts including improved school attendance, English fluency, academic success, health and nutrition, and important social-emotional skill development. It is critical that the state sustain its commitment to after school.

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[BRIEFLY DESCRIBE YOUR STORY AND EXPERIENCE IN CONNECTION TO EXPANDED LEARNING]

When this item comes before the Budget Conference Committee, please adopt the Assembly's augmentation for ASES. This funding correction would ensure program providers' ability to deliver engaging and effective expanded learning services to students in XXX CITY/COUNTY/DISTRICT with the highest needs and fewest resources.

Thank you for your time.

A phone call will send a powerful message to at this crucial time for children and youth.

Thank you for taking action,
Your name

P.S. We'd love to hear back if you made a phone call. Let us know how it went!





DRAFT

DATE

NAME

ADDRESS

ADDRESS

Dear XXX

I am writing to introduce you to our program, ask for your support and invite you and your staff to visit our summer program here in CITY. As you know, summer programs are critical to the success of students, families and communities, and now more than ever we are on a mission to engage current afterschool champions as well as raise additional awareness and support for programs so that every child has access to high quality summer and afterschool programming.

Our program provides XXX pre-Kindergarten through highschool aged children and youth with a safe place to be during the critical summer months while many parents are working. Students in our program are not only safe; they are engaging in experiences that enrich and expand on school-day learning. Additionally, this year, we are excited to be offering STEM (science, technology, engineering and math) experiences to kids that will spark their curiosity in STEM fields, prepare them with 21st century skills and bring hands-on STEM activities to life so that students enter school in the fall prepared and back on track

We would like to take you on a short tour of our program on June 21st at 9 AM. If that time is not convenient, we would be happy to work with you to find a time that is. I have also invited additional supporters of our programs including city, state and federal government officials, educators, funders and community members. They, along with our students, are eager to talk with you about the importance of keeping afterschool and summer programs open and making them available to more children.

I hope you will join us and see our program, and our students, in action. Afterschool and summer programs such as ours are important because they inspire students to learn, keep kids safe and help working families.

A profile of our programs are enclosed for your reference, along with additional information around summer learning programs. I will contact you within the next week to follow up. I look forward to seeing you on June 21.

Thank you for your consideration.

Sincerely,





Gilroy Power School/Super Power Summer Camp
 South Valley and Rod Kelley
 July 25, 2014



FINAL Agenda

Meet at: South Valley Middle School (385 I.O.O.F., Gilroy, CA 95020)

9:30 am – 1:00 pm

Guests will then travel to Rod Kelley Elementary for Part II of visit

Mobile Contact Number

Amanda Reedy, Gilroy Unified School District – 408-710-5933

Patricia Mondragon, Gilroy Unified School District – 408-427-1150

Andrea Nicolette, YMCA – 831-801-7650

Shelley Ahn-Wong, Youth Alliance – 650-492-1657

Eric Martin, CalSOAP- 408-201-4183

Mara Wold, Region 5 After School Partnerships – 408-313-6059

Katie Brackenridge, PCY – 510-318-2845

9:30 am – 9:40 am

Networking/Breakfast - Library

9:40 am – 10:00am

Introduction to Super Power Summer Camp

Dr. Deborah Flores, Gilroy Unified School District Superintendent

Amanda Reedy, Program Administrator, Power School

Shelley, Ahn-Wong, Program Director, Youth Alliance

Andrea Nicolette, Program Director, YMCA

Eric Martin, CalSOAP Tutor Coordinator

Jeremy Dirks, Summer Principal

10:00 am – 10:45 am

South Valley Middle School Program Tour

10:45 am – 10:55 am

BRIEF Debrief - Back in the library

Mara Wold, Region 5 Lead, Monterey County Office of Ed

10:55 am – 11:00 am

Travel to Rod Kelley Elementary School (8755 Kern Ave. Gilroy, CA 95020)

11:00 am – 11:05 am

Rod Kelley Elementary Program Introduction- In center quad

11:10 am – 12:00 pm

Rod Kelley Elementary School Program Tour

12:00 pm – 12:50 pm

Lunch with students (30 min)

Debrief /Thank you (20 min) – In Library

Driving directions from South Valley Middle School to RK Elementary School

Drive 2.0 miles, 6 min

○ 385 I O O F Ave

Gilroy, CA 95020

- ↑ 1. Head southwest on loof Ave toward Forest St 0.3 mi
- ↘ 2. Turn right onto Monterey St 0.5 mi
- ↙ 3. Turn left onto Welburn Ave 1.0 mi
- ↘ 4. Turn right onto Kern Ave
- 📍 Destination will be on the left 0.2 mi

📍 Rod Kelley Elementary School

8755 Kern Ave, Gilroy, CA 95020

TASK		PARTY RESPONSIBLE		DUE DATE DETAILS	
Follow up on these tasks	Patricia Mondragon	daily	check in and coordinate		
FOOD	Shelley	24-Jul	Juice, Bagels, Cream cheese, granola bars and/or muffins ????		
			Cups, napkins, plates, and a few plastic knives for bagels		
			20 attendees		
SET-UP	Shelley, Patricia, Mara/Lety, Mandy, Eric	8:00 AM	Meet at South Valley Library, Set up breakfast, seating area, packets; Get COFFEE		
PACKETS- Name Tags	Angelina	22-Jul	Master Packet is almost complete, needs a few updates.		
Revise Comprehensive Summer Schedule for Brownell and Eliot	Eric	21-Jul			
Send revised program schedule to Angelina					
Partner Agency and District info	Shelley, Dre, Eric, Patricia	21-Jul	Information needs to be put out during Set-up		
Site Visit Agenda and Directions	Mandy	done	Revised FINAL agenda with directions emailed to Angelina 7/12- Needs to be updated with correct site information		
Power School Executive Summary	Angelina	21-Jul	Print COLOR copies - Mandy was the information updated on the executive summary? You mentioned something about the numbers it had.		
Power School Brochures (Parent and Community)	Angelina	21-Jul	one set in each packet		
EXPANDED AGENDA	Mara	Mara?	What Is this? (mara can you do again?)		
Dr. Flores remarks	Mara	Mara?	Send to Marilyn (mara can you do again?)		
Power School/SPSC Vision	?	23-Jul	Meeting at 1 PM at Rod Kelley to review speaking		
Partnerships	?	23-Jul	points and flow of the day		



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Sample proclamation for organizations, institutions and other officials

Keeping the Lights On After School: A Proclamation

WHEREAS, **[Name of Organization, Institution or Location]** stands firmly committed to quality afterschool programs and opportunities because they:

- Provide safe, challenging, and engaging learning experiences that help children develop social, emotional, physical and academic skills.
- Support working families by ensuring their children are safe and productive after the regular school day ends.
- Build stronger communities by involving students, parents, business leaders and adult volunteers in the lives of young people, thereby promoting positive relationships among youth, families and adults.
- Engage families, schools and community partners in advancing the welfare of our children.

WHEREAS, **[Name of Program]** has provided significant leadership in the area of community involvement in the education and well-being of our youth, grounded in the principle that quality afterschool programs are key to helping our children become successful adults.

WHEREAS, *Lights On Afterschool*, the national celebration of afterschool programs held this year on **[date of national celebration]**, promotes the importance of quality afterschool programs in the lives of children, families and communities.

WHEREAS, more than 28 million children in the U.S. have parents who work outside the home, and 15.1 million children have no place to go after school.

WHEREAS, many afterschool programs across the country are facing funding shortfalls so severe that they are being forced to close their doors and turn off their lights.

THEREFORE BE IT RESOLVED that **[Name of Organization, Institution or Official]** urges the citizens of **[Name of Community or County]** to ensure that every child has access to a safe, engaging place where the lights are on after school; AND BE IT FURTHER RESOLVED that this **[Title of Official]** enthusiastically endorses *Lights On Afterschool* and is committed to innovative afterschool programs and activities that ensure that the lights stay on and the doors stay open for all children after school.



FOR IMMEDIATE RELEASE

October 16, 2014

Media Contact: CONTACT / PHONE / EMAIL

Hundreds Gather to Make Afterchool Programs Available to All

Advocates statewide to hold Lights On Afterschool Rally October 23, 2014

WHAT: Advocates for afterschool, out-of-school time, and summer learning are celebrating their 14th annual “Lights On Afterschool” at the California State Capitol to call for expanding afterschool opportunities so that every child and youth who needs a program has access to one. The event will feature supporters from education, law enforcement, City Council and more, and spotlight the range of programming available including programs focused on STEM, performing arts, physical fitness, academic support and strong community partners. Hundreds of parents, supporters, community members and youth are expected to attend.

WHEN: Thursday, October 23, 2014 from 10:00am – 1:00pm

WHERE: State Capitol, North Steps

WHO: This is a collaborative effort with leading organizations statewide including the Afterschool Alliance (national), After School Assist, California Afterschool Network, California School-Age Consortium – Sacramento Chapter, Department of Education After School Division, Sacramento City Unified School District, Sacramento County Afterschool Programs, Sacramento START, Southgate Recreation and Parks District, Twin Rivers Unified School District and United Way Capitol Region.

Rally speakers include: Steve Cohn, City of Sacramento Council Member, District 3; Michael Funk, After School Division, California Department of Education; Matt Boyer, El Dorado County Board of Education Member; Dr. Karen Schauer, Superintendent, Galt Unified School District; and law enforcement representatives. Youth performances include: Twin Rivers Unified School District, Sacramento START, Elk Grove Unified School District, River Delta Unified School District, Galt Joint Union Elementary School District; Marysville Joint Unified School District; and Yuba City-Butte Vista.

WHY: While CA is a national leader in public investment in afterschool programs serving 19% of children and youth, there is still an unmet need. According to *America After 3PM* data released by the Afterschool Alliance in 2009, 24% of California’s K-12 children are responsible for taking care of themselves after school, an average of 8 hours per week unsupervised. The benefits of after school programs are clear: they inspire learning, keep kids safe in the sometimes perilous afternoon hours, and allow families to work without worrying about their children’s afterschool activities. For more survey results, visit www.afterschoolalliance.org/AA3PM.cfm.

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Former California Gov. Arnold Schwarzenegger is the founding chair of Lights On Afterschool, a position he has held since 2001. Lights On Afterschool is organized by the Afterschool Alliance, a nonprofit public awareness and advocacy organization working to ensure that all children have access to quality afterschool programs. More information on the Afterschool Alliance and Lights On Afterschool is available at www.afterschoolalliance.org.



Sample Tweets:

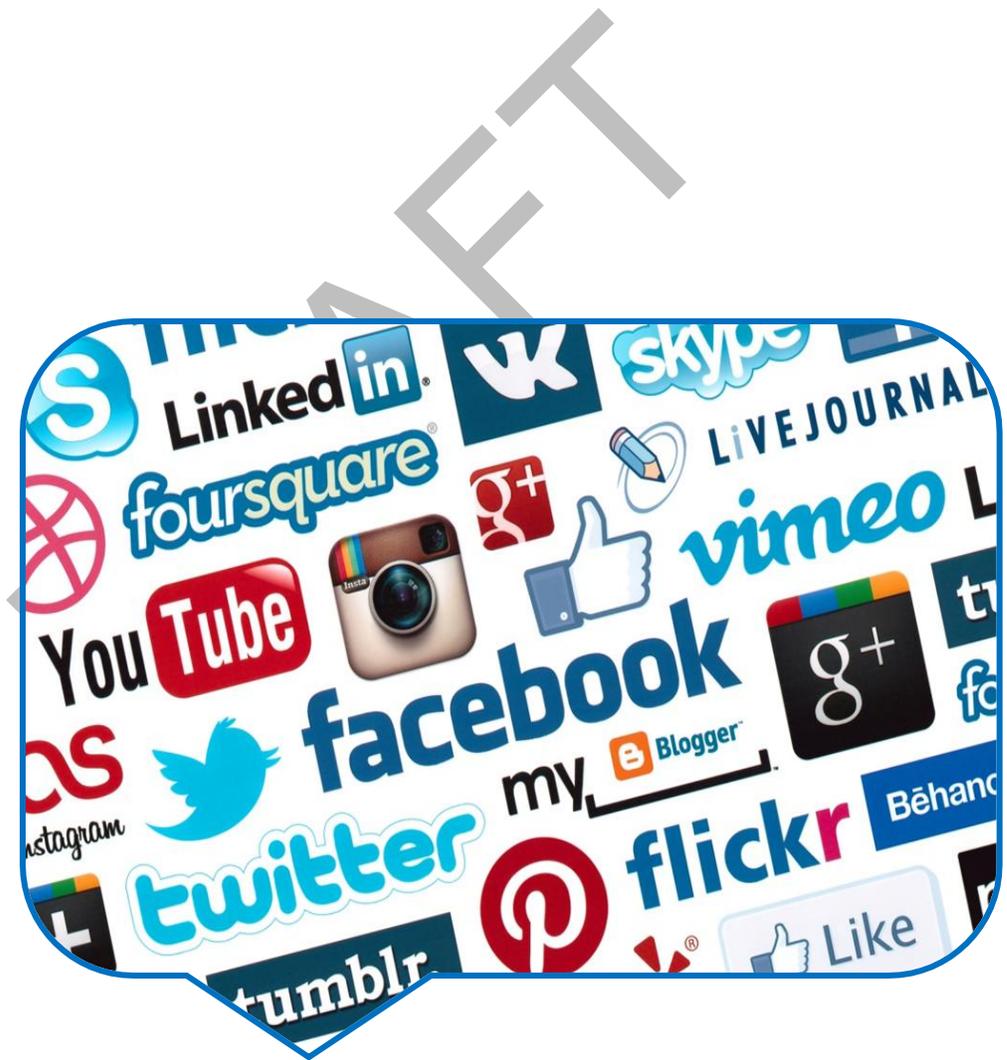
#LightsonAfterSchool is 10/23! Join @CaELPrograms @ca_afterschool @CalSAC @afterschool4all bit.ly/1vrGVs4 (see other below)

Michael Funk of @CaELPrograms will join us for #LightsOnAfterschool Oct. 23 in Sac! Will you be there? bit.ly/1vrGVs4

Why #afterschool? Programs keep kids safe. Celebrate your program on Oct 23 #LightsOnAfterschool bit.ly/1vrGVs4

Over a million K-12 children in CA are responsible for taking care of themselves #afterschool. #Afterschool programs keep kids safe. #LightsOnAfterschool bit.ly/1vrGVs4

- @CaELPrograms
- @ca_afterschool
- @CalSAC
- @afterschool4all
- @officialSCUSD
- @unitedwayccr
- @CADeptEd
- @TomTorlakson
- @TRUSDschools





DRAFT

IN-DISTRICT LEGISLATIVE VISIT



**CALIFORNIA
SCHOOL-AGE
CONSORTIUM**

November 23, 2015

RE: Meeting with afterschool and school-age care professionals, families and youth

Dear SENATOR/ASSEMBLYMEMBER,

School-age child care, afterschool and summer learning programs play an essential and unique role in supporting student success. This year, our efforts are focused on passing of SB645 (Hancock) which requests an augmentation of \$54 million in Proposition 98 funds to the After School Education and Safety (ASES) Program in order to cover the increased costs of operating a program. If left unaddressed, this challenge would undermine the last decade of nationally recognized efforts to build a system of high-quality expanded learning programs to serve low-income youth.

We would like to schedule a 30 minute visit with you to meet with a team of approx. 8 professionals, families and youth who are constituents from your district to provide a community-level view of how afterschool, school-age child care and summer learning programs enrich the lives of children and youth.

To confirm a visit, please complete the form below and **fax to 510-444-4623** or email to EMAIL.

<input type="checkbox"/> 1:00 pm <input type="checkbox"/> 1:30pm <input type="checkbox"/> 2:00pm <input type="checkbox"/> 2:30pm <input type="checkbox"/> 3:00pm <input type="checkbox"/> 3:30pm	Visit is on _____ (date) with: _____ Senator (<i>preferred</i>) OR _____ Staff: _____ (<i>name</i>)
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We thank you in advance for finding time to meet with afterschool and school-age care professionals, families and youth.

If you would like additional information, please contact NAME at PHONE or EMAIL.

Respectfully,

NAME



Testimonial (Priority Issues and Stories to Highlight)

Identify who will make the Ask on your team. It does not have to be the same person for each visit. The Note Taker will track the response to the questions below on the Legislative Visit Debrief Form for each visit.

The Ask	Who will make the ask?
<p>We thank you for the opportunity to share about our programs. There are <u>2 paths being pursued</u> to protect program providers' ability to deliver effective afterschool programs to children and families with the highest needs and fewest resources.</p>	Visit #1:
<p>Will you support:</p>	Visit #2:
<p>1) Support a budget increase to the After School Education and Safety (ASES) program and sign on a letter of support (increase proposed in both the Assembly and Senate budgets)</p>	Visit #3:
<ul style="list-style-type: none">➤ A budget increase of \$54 million in FY 2015-16 to the After School Education and Safety (ASES) program would raise the funding formula from \$7.50 to \$8.50 per student/per day.➤ This increase would cover the cost of implementing the new statutory minimum wage obligations (\$36 million for the full year to cover the July 2014 minimum wage increase and \$18 million for a half year to cover the January 2016 minimum wage increase).	Visit #4:
<p>2) Support SB 645 (Hancock): Quality After School Sustainability Act (currently pending in Senate)</p>	Visit #5:
<ul style="list-style-type: none">➤ Provide funding to increase the daily rate to \$8.50 per student/per day (\$54 million in fiscal year 2015-16 and \$72 million ongoing starting in FY 2016-17).➤ Adopt an annual cost of living adjustment beginning in FY 2017-18 to accommodate for ongoing increased costs to ensure that these services remain available for the families that rely on them.	

The Facilitator will close the meeting. The Note Taker will track any additional questions on the Legislative Visit Debrief Form for each visit. **NOTE TO ALL:** If you are from the district invite the representative or staff person to visit your program site and leave a business card. Don't forget to get a business card from the office before you leave.

Wrap-up

Thank you for meeting with our group today. We encourage you to visit a local program when you're in our district.



CalSAC's 11th annual California Afterschool & Summer Challenge

PREPARING FOR YOUR LEGISLATIVE VISITS

As an advocate at CalSAC's 11th annual CA Afterschool & *Summer* Challenge, you will be placed in a team with afterschool, summer and school-age care professionals, families, and youth with varying levels of advocacy experience. This will be a great hands-on, skill building opportunity as well as a chance to advocate for afterschool, summer and school-age child care programs statewide.

CalSAC attempts to place participants in visits with their legislative representatives. Participants are scheduled to **attend 3-5 legislative visits** and can **expect to meet with at least 1 office from their home or work district**. Most teams will include participants from surrounding legislative districts. ***Always remember that your team is advocating on behalf of ALL afterschool, summer and school-age child care programs across the state!***

Some teams will also participate in “**drop-in**” visits. Drop-in visits are done only when a representative and their staff are unable to schedule a meeting prior to the day of the event. In this case, your team will go to the legislator's office assigned and deliver the Legislator Packet. **Many times staff, or even the legislator, will meet with a group upon arrival so be prepared!**

Legislative Visit Teams

- ✦ Each team will have an assigned Team Leader. This individual will help you prepare for your visit using the Legislative Visit Talking Points. You will **gather with with your Team Leader on Monday at 5:15pm** to meet your legislative visit team. On Tuesday, **teams will meet after the march and rally, from 11:00-1:00pm**, to prepare for each visit. You will use the Talking Points document to plan your visits.
- ✦ Each member of the team should have a role in the visit. Determine who will speak in each visit based on their personal stories. When possible, prioritize personal stories from team members who are constituents from the district.
- ✦ After every visit, each team should debrief the experience and reassign team roles to allow everyone an opportunity to speak during a meeting.
- ✦ Each team is required to complete a Leg Visit Debrief form for each visit. Forms must be submitted at the Capitol South Steps before you depart.

Team Roles

- ✦ **Facilitator**
The facilitator will be the point person in the meeting and will take the group through the agenda from beginning to end, starting with introductions. It is the job of the facilitator to ensure the meeting runs smoothly and efficiently by keeping time and by allowing everyone to speak. The facilitator should also ensure that the member and/or the staff do not dominate the meeting. The facilitator does not have to be the Team Leader.

✦ Note Taker

One person should be in charge of taking good notes during the visits. It is important to write down any questions or commitments that the member or staff may share. The Note Taker should use the Leg Visit Report Back form to document the visit. The form will help guide the team debrief after each visit.

✦ Testimonial Speakers

Testimonial speakers provide the personal stories behind the issues. These individuals should be program staff, youth, or parents that are directly impacted by afterschool and school-age child care programs and should share their story with the legislator or staff. These stories bring a face and name to the issues that we are advocating for and personalize them for the member. Personal stories should connect to the Challenge event issue points.

✦ The Ask

This person is responsible for recapping the issues and making “the ask.” It is their responsibility to provide any other information to support “the ask.”

Tips to Keep in Mind

- ✦ Use your Talking Points document to write down your story and plan your visits.
- ✦ Your experience with afterschool, summer and school-age child care programs is the best story to illustrate the points you would like to make.
- ✦ Highlight a fact, data point or issue point that relates to your personal experience.
- ✦ DO NOT try to cover all the points in this outline! When in doubt, opt to share a story about your experience instead of getting bogged down with statistics.
- ✦ Sometimes legislators or staff will ask why afterschool and school-age care should be more important than education, healthcare, etc. If this happens, you can acknowledge the importance of an array of issues to families and then go back to the talking points that you are there to share with the member or staff. Do not engage in a debate.

Legislative Visit Reminders

- ✦ Be polite and a good listener.
- ✦ Allow everyone in your group to say a few words.
- ✦ Be sure to stay on topic and to manage the time you are allotted properly.
- ✦ Many teams will meet with legislative staff. Don't be disappointed! Legislators rely on their staff to educate them on the issues and brief them on the meetings.
- ✦ If you don't know the answer to a tough question, offer to get back to the member. CalSAC staff will follow-up with their office. It is important that a notation is made on the Leg Visit Debrief form.