

Ignite Afterschool Key Messages



Use these key messages and supporting points to help you effectively communicate the value of afterschool to key audiences. Use these messages as a guide – it’s important to keep your communications natural, personal, and targeted to your audience.

<p>Young people need equal access to learning afterschool; we must close the race- and income-based opportunity gap</p>	<ul style="list-style-type: none"> • Whether at home, school, or out in the community, young people are always learning. Afterschool programs make that time count. • Race and income play a large role in determining young people’s access to learning opportunities outside of school – we need to fill this gap to give all youth the opportunity to succeed.
<p>Afterschool inspires learning</p>	<ul style="list-style-type: none"> • Research shows that young people who participate in afterschool programs show improved school attendance, behavior, and core academic performance (ABCs). • Afterschool contributes to narrowing the achievement gap.
<p>Afterschool supports young people on the path to college and careers</p>	<ul style="list-style-type: none"> • Afterschool programs develop the 21st century skills that employers need, such as collaboration, persistence, and initiative. • Afterschool programs provide young people with new experiences that expand their aspirations and connect them to caring adults and mentors.
<p>Afterschool supports working families and keeps young people safe</p>	<ul style="list-style-type: none"> • Working parents miss less work and can focus more on their job when they know their kids are safe. 7 in 10 Minnesota parents agree that afterschool programs help working parents keep their jobs. • When young people are in a safe, engaging environment after school they are less likely to be the victims of or engaged in crime.
<p>We know afterschool works – it’s time to step up our investment</p>	<ul style="list-style-type: none"> • Minnesota previously invested in afterschool, but now has no dedicated funding. • The unmet demand is clear: the largest afterschool funding source in Minnesota receives 3x more requests than it can fund, resulting in 33,000 unserved youth in that program alone. • Meanwhile, nearly 220,000 (25%) of Minnesota’s school-age youth are alone and unsupervised after school, and 82% of Minnesota’s parents support public funding of afterschool programs.