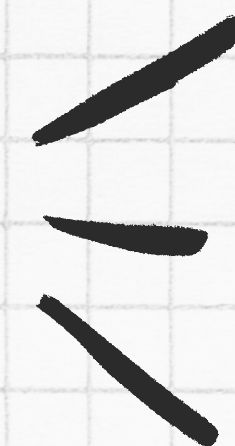
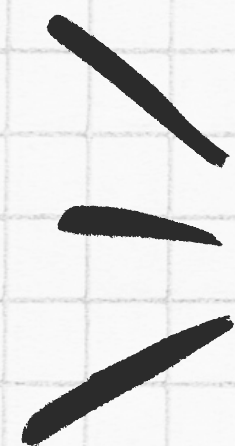




TELL YOUR STORY



CREATING A PROGRAM ONE-PAGER



RACHELLE O'KIEF

Badger Cub Club Program Director
Valentine, NE



Beyond School Bells
nebraskachildren

STEPHANIE VADNAIS

Program and Compliance Specialist
AS program cheerleader
Beyond School Bells




WHY?

- Ultimately, it's a sustainability tool.
- You're doing amazing work- don't fall into the trap of "terminal modesty"!
- Have a clear and concise message to share with potential community partners and funders.
- Garner support for your program with program families, your school district, and in your community.
- Be part of a bigger effort to promote Afterschool and Summer programs state- and nation-wide!

ONE PROGRAM SPEAKS

THE PROCESS OF CREATING A ONE-PAGER



NURTURING YOUTH SUCCESS BEYOND THE CLASSROOM
In November 2023, **39%** of Valentine Elementary students participate in Badger Cub Club Afterschool programming

The program is accessible to those who need it most.
55% of youth served qualify for Free & Reduced Lunch.
43% of Valentine Elementary families qualify for Free & Reduced Lunch.

Since fall 2022, enrollment has increased over **130%**
39 75 90

Quality afterschool programming **\$37.73**
Estimated weekly cost per student

92%

In Nebraska, parents overwhelmingly support public funding for afterschool.

Afterschool programs **Inspire learning**
Improve school day attendance and behaviors
Help working families
Keep kids safe and supervised

Find more statewide and national data from America After 3PM | <https://www.afterschoolalliance.org/AA3PM>



VALENTINE COMMUNITY SCHOOLS
AFTERSCHOOL AT A GLANCE



HANDS ON MINDS ON LEARNING

Building upon their school day learning, Badger Cub Club youth participate in engaging, hands-on activities every day that encourage them to become life long learners. Students also have a chance to complete homework and strengthen skills they use in the classroom.

DIVERSE ACTIVITIES OFFERED

- Homework Help
- Engineering Club
- STEM
- Arts and Crafts
- Physical Activity
- Board Games

STRONG RELATIONSHIPS
Badger Cub Club staff foster strong connections between youth and staff, as well as among young people. These efforts have created a supportive community where everyone belongs and everyone can learn.

SUPPORTING VALENTINE'S FAMILIES
Badger Cub Club provides a safe and supervised place for Valentine youth after the school day ends. This is a crucial way we support working families in Valentine.



01. GATHER DATA

02. CREATE ONE-PAGER*

(*Option to co-create with BSB!)

03. SHARE YOUR STORY!

RESOURCES



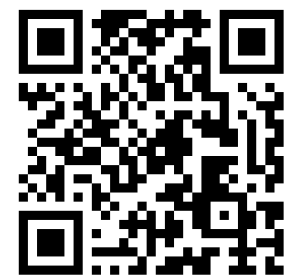
VIDEO 5

BSB Sustainability
Series Video- Intro to
Canva/Marketing Your
Program

BSB Toolkit:
Creating a Program
One-Page Overview



PAGES 7 & 8



EDUCATORS

Get your Free
Canva account for
Non-profits or
Educators



NON-PROFITS

Nebraska
Education
Profile



National Afterschool
Data
America After 3PM



I HAVE MY ONE PAGER— NOW WHAT?

Consider:

Messenger

Audience

Method

AUDIENCE

WHICH ORGANIZATIONS AND INDIVIDUALS ARE GOING TO RECEIVE YOUR ONE-PAGER?

- Program families
- School administration
- School board
- City council
- Chamber of commerce
- State Senator
- Others...

MESSENGER

THINKING OF YOUR TEAM, WHO IS THE BEST MESSENGER TO SHARE WITH EACH AUDIENCE?

METHOD

HOW DO YOU WANT TO SHARE YOUR STORY?

- **One-on-one meetings** (potential partners and funders)
- Get on an **agenda** (school board, city council, chamber, social clubs)
- Include information in an invitation to a **Summer program visit**
- Local **newspaper**
- Others...

**WANT TO THINK MORE
STRATEGICALLY ABOUT
ENGAGING DIFFERENT
AUDIENCES?**

Come back to this room for the
1:15-2:00 pm session
Strategic Communication: Know
Your Audience



QUESTIONS?





**THANK YOU
VERY MUCH**

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