



TELL YOUR STORY

CREATING A PROGRAM ONE-PAGER

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!


THE PROCESS OF CREATING A ONE-PAGER

01. GATHER DATA

02. CREATE ONE-PAGER*


*Use existing template or work with BSB to create one!

03. SHARE YOUR STORY!



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

39	75	90
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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.



DIFFERENT ONE PAGER PURPOSES

Raise Awareness



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BEYOND THE CLASSROOM

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DIFFERENT ONE PAGER PURPOSES

Making a specific ask

Lexington Afterschool Programs: Get Involved Afterschool



Project Director:

Lexington Academy & Multiple Choices

Patricia Sanchez-Stewart
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(308) 325-5438

Committed Time:

- 1 Session: Deliver a one-time presentation, experiment, career talk, or host a field trip
- 6 Sessions: Serve as an instructor for a six week educational club/class (elementary or middle school)

Technical Advice: Provide program support or guidance to high school students or afterschool staff by providing technical support during activity clubs.

Sponsorship Club: Contribution to support afterschool staff and projects in afterschool enrichment clubs.



- 1 Enrichment Club (elementary) - \$275 (6 sessions, teacher rate, supplies)
- 1 Enrichment Club (middle school) - \$315 (6 sessions, teacher rate, supplies)
- 1 Enrichment Club (High School student-led) - \$100 (\$50 per student)
- \$100 Contribution
- \$500 Contribution
- \$1,000 Contribution
- \$1,500 Contribution
- Other: _____

*All contributing businesses or organizations will be recognized at our annual Lights On Afterschool Event and Family Fun Nights

Be part of the Afterschool Community Program Coalition

Other: _____



We appreciate and value every contribution that is made.

Business: _____

Contact Person: _____

Address: _____

Email: _____

Phone: _____

RESOURCES



VIDEO 5

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

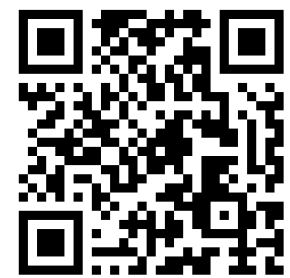
One Pager
Templates (and
other resources!)



Nebraska
Education
Profile



National Afterschool
Data
America After 3PM



EDUCATORS



NON-PROFITS

Get your Free
Canva account for
Non-profits or
Educators

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?**

- Who are your existing program champions?
- Consider existing relationships & connections
- Consider position & personality

METHOD

**HOW DO YOU WANT
TO SHARE YOUR
STORY?**

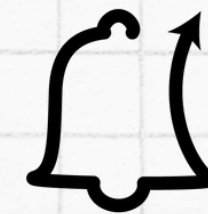
- **One-on-one meetings** (potential partners and funders)
- Get on an **agenda** (school board, city council, chamber, social clubs)
- Include information in an invitation to a **Summer program visit**
- Local **newspaper** or **radio station**
- Others...

QUESTIONS?



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Beyond School Bells™

nebraskachildren

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**THANK YOU
VERY MUCH**