***Lights On Afterschool:***

**Partner Promo Tools**

*Thanks for helping us get the word out about Lights On! Please use these to encourage sites to take part, and to share your participation in the nation’s celebration of afterschool. If you don’t see what you need, contact csteinecke@afterschoolalliance.org - we’re happy to work with you on additional pieces.*

**In this document:**

* [Graphics for social media](#9wet1qaeu27z)
* [General social media samples](#czr02gxfkzuf)
* Themed social media samples:
  + [STEM](#4rrdbwvuuzey)
  + [SEL](#wnj7gp9thmw8)
  + [Health and Wellness](#f12lhb1dkats)
  + [Youth Voice](#zhfs112wtm7)
  + [Library Partnerships](#yt1clq3h0a62)
  + [Protective Factor/Council For A Strong America](#o07vdk48mrl2)
* [Email, blog, newsletter copy](#9pwiojsdn618)

**SOCIAL MEDIA**

**Graphics:<http://afterschoolalliance.org/loaSocialMedia.cfm#more-graphics>**

**Twitter**

***October***

#LightsOnAfterschool can provide a great opportunity to engage with your community. Find an event near you now! <http://ow.ly/x3ky30mhRvN>

On Oct 24, #LightsOnAfterschool turns 20! We’re excited to be joining @afterschool4all in celebrating all that afterschool & OST programs do to keep youth safe, engaged, and healthy while their parents are working! <https://3to6.co/loa_find>

We’re thrilled to be celebrating 20 years of #LightsOnAfterschool with @afterschool4all! Join us for an opportunity to raise awareness for afterschool programs and connect with your community! <https://3to6.co/loa_find>

***Day of (October 24th)***

Our #LightsOnAfterschool, is yours? Today we celebrate all that afterschool programs do to keep our kids safe and learning nationwide. We challenge @XXXXXX & @XXXXXX to join the 20th #LightbulbChallenge! <http://3to6.co/lightbulbchallenge>

We’re celebrating 20 years of #LightsOnAfterschool by [YOUR EVENT]. How are you celebrating?

**Facebook**

***Week Of***

We’re proud to join communities all across America celebrating 20 years of Lights On Afterschool on October 24! There’s lots to celebrate: afterschool programs keep kids safe, inspire them to learn & grow, and give parents peace of mind. Join the celebration— we challenge @XXXXXX & @XXXXXX to join the 20th #LightbulbChallenge! <http://3to6.co/lightbulbchallenge>

***Day of (October 24th)***

Our #LightsOnAfterschool, is yours? Today we celebrate all that afterschool programs do to keep our kids safe and learning nationwide. We challenge @XXXXXX & @XXXXXX to join the 20th #LightbulbChallenge! <http://3to6.co/lightbulbchallenge>

**Instagram**

***Day of***

We’re celebrating 20 years of #LightsOnAfterschool by XXXXXX. How are you celebrating?

Tonight, we lit up the [LANDMARK] in honor of #LightsOnAfterschool! Join us to shine a light on millions of children served across our country by an afterschool program.

**THEMES**

**STEM**

***Twitter***

More than 70% of students in #STEM afterschool programs reported positive gains in science career interest and knowledge & building skills such as perseverance and critical thinking. On 10/24, keep the #LightsOnAfterschool <https://3to6.co/regtw>

Data science, creative computing, environmental education—STEM learning is happening in afterschool. Let's celebrate! Join us & more than 1M Americans for #LightsOnAfterschool on October 24! <https://3to6.co/regtw>

***Facebook***

#LightsOnAfterschool is a chance for STEM learning to shine bright! Last year, afterschool programs in Tempe, Arizona hosted a Glow Party with glow sticks, oxygen-powered space shuttle launches, firework spare rockets, robotic arm engineering, and more. How will you celebrate STEM this year? <https://3to6.co/regfb>

Use your open house to open minds! #LightsOnAfterschool is a chance to showcase STEM activities to the whole community, from making slime to building circuitry and beyond. Join us on Oct. 24 for the biggest afterschool party around: <https://3to6.co/regfb>

**Health and Wellness**

***Twitter***

Afterschool programs keep kids safe & promotes positive habits during the hours they are most at risk of engaging in risky behaviors. Help amplify their impact with #LightsOnAfterschool: <https://3to6.co/regtw>

From nutritious meals to team-building physical activity, afterschool programs promote health & wellness in tons of ways! Show your support and get active for #LightsOnAfterschool this year! How will you celebrate? <https://3to6.co/regtw>

***Facebook***

Get active at this year’s #LightsOnAfterschool! The possibilities are endless: host a fun run or walk-a-thon, play a game (or three!) of kickball, or create your own mini-Olympics with cornhole, soccer, touch-football, and more. <https://3to6.co/regfb>

Afterschool programs are key partners for keeping kids healthy, but they can’t do it alone. Celebrate #LightsOnAfterschool by hosting a health-and-wellness open house for parents and families with fun activities and a healthy family dinner. Join us and 8,000 afterschool programs across the USA on Oct. 24: <https://3to6.co/regfb>

**Social and Emotional Learning (SEL)**

***Twitter***

Excited to partnering with @empaticoorg to #SparkEmpathy for #LightsOnAfterschool! Through Emaptico, students can build critical #SEL skills by connecting with peers from across the world. Connect with us: <https://empatico.org/>

Afterschool is the perfect place to build #SEL skills that prepare students for success in the classroom and beyond - and now @Emapaticoorg has the perfect tool to plan an SEL themed #LightsOnAfterschool event. Check it out: <https://empatico.org/>

Afterschool programs can play a crucial role in helping students develop their social and emotional (SEL) skills - that’s why we’re celebrating #LightsOnAfterschool this year! Join us this year by hosting an #SEL themed Lights On event! Start here: 3to6.co/register

Afterschool and summer learning programs offer a unique setting where youth can connect to positive adult mentors, feel safe to try new things, and have the opportunity to build critical #SEL skills. Raise awareness for #SEL in afterschool by hosting a SEL themed Lights On event: 3to6.co/register

***Facebook***

High-quality #SEL focused afterschool programs offer students an opportunity to build on critical social and emotional skills in an engaging setting with fun activities and caring adult mentors. Help us celebrate all that afterschool programs do to help students be the best versions of themselves by hosting a SEL themed Lights On event! Make sure to register today: 3to6.co/register

Host a yoga night, play mindfulness games, or encourage students to write essays about the changes they hope to see in their communities! Hosting a #LightsOnAfterschool event is a great way to encourage students to build on their social and emotional skills while bringing awareness to the impact afterschool makes in our communities! Register your Lights On event today to be a part of the 20 year celebration: 3to6.co/register

We’re celebrating #LightsOnAfterschool this year with @Empatico! Through Emaptico’s platform, our students can make meaningful connections with peers from a different state, country, or time zone! Connections like these enrich our lives and help students build critical #SEL skills like kindness, curiosity, and empathy! Connect with us online with Empatico during #LightsOnAfterschool: <https://empatico.org/>

**Youth Voice**

***Twitter***

#LightsOnAfterschool is a great way to hear from youth in your program! Why do they love afterschool? Encourage them to share & send a powerful message to their community on Oct 24 to celebrate 20 years of #LightsOnAfterschool: <https://3to6.co/regtw>

Youth voice is critical to making change. Join us & 1M Americans for #LightsOnAfterschool and shine the spotlight on your students: <https://3to6.co/regtw>

Make a change in your community. Use #LightsOnAfterschool to help young people share what's important to them: <https://3to6.co/regtw>

***Facebook***

Youth are key to community change. Shine a light on students in your community by featuring youth voice during #LightsOnAfterschool, America’s only nationwide rally for afterschool. 8,000 programs will rally with more than a million participants; whether you host a party, open house, or community event, it’s a great opportunity for youth leaders to take center stage and share what’s important to them. <https://3to6.co/regfb>

The past year has seen a wave of youth and student activists who have taken the national stage by storm. Every day more young people are proving themselves to be persuasive spokespeople for what is important to them, including their afterschool programs. On Oct. 24, 8,000 afterschool programs will rally for #LightsOnAfterschool to show the world what afterschool can do—make sure your students get their share of the spotlight! <https://3to6.co/regfb>

**Library Partnerships**

***Twitter***

Libraries, you’re officially invited! Join us & 8,000 programs for #LightsOnAfterschool, the only nationwide rally for afterschool & out-of-school time programs: <https://3to6.co/regtw>

When libraries & afterschool programs connect, kids stay engaged and learning. Team up to celebrate #LightsOnAfterschool! <https://3to6.co/regtw>

***Facebook***

Libraries and afterschool programs make perfect partners because they share a common goal: helping kids learn even when school’s not in session. 8,000 afterschool programs will be celebrating #LightsOnAfterschool on Oct. 24—join them and start a partnership that benefits the whole community! <https://3to6.co/regfb>

Are you an afterschool program looking to connect to your community? Or a library seeking to offer more programming for young people? Reach out and create an incredible event together with #LightsOnAfterschool! When afterschool and libraries work together, the possibilities are endless: from connecting kids with books and computer access to offering STEM learning experiences and maker spaces. <https://3to6.co/regfb>

**Protective Factors/Council for a Strong America Report**

***Twitter***

Report from @FightCrime shows the hours after school (2 – 6PM) become the prime time for juvenile crime - but afterschool is changing that. Our #LightsOnAfterschool to celebrate how afterschool keeps kids safe and gives parents peace of mind. Read the report: 3to6.co/prime-time

For 20 years, #LightsOnAfterschool has put a spotlight on the important role afterschool has played in our communities - now new research from @FightCrime tells the story of the powerful impact of afterschool during peak juvenile crime hours. Read the report: 3to6.co/prime-time

Our #LightsOnAfterschool because when students don’t have a structured, engaging environment to turn to, the hours right after school (2-6PM) become the peak hours for juvenile crime, according to new research from @FightCrime. 3to6.co/prime-time

When school lets out at 2PM, where can students go while their parents are still at work? We’re celebrating #LightsOnAfterschool and everything afterschool programs do to keep kids & communities safe. New report from @FightCrime tells the story: 3to6.co/prime-time

New @strongnationUSA report brings more than 5,000 sheriffs, police chiefs, and prosecutors of @FightCrime to spotlight how high-quality afterschool programs are leading to positive outcomes for children and teens during peak hours for juvenile crime. #AfterschoolFightsCrime 3to6.co/prime-time

***Facebook***

When school lets out at 2PM, where can students go while their parents are still at work?

For 20 years, #LightsOnAfterschool has put a spotlight on the important role afterschool has played in our communities - now new research from @FightCrime tells the story of the powerful impact of afterschool The research and testimony from more than 5,000 sheriffs, police chiefs, and prosecutors of @Fight Crime shows how afterschool programs are offering a positive alternative for students during prime juvenile crime hours (2-6PM) – ensuring they are off the streets and in a safe, engaging space where they can further their learning and pursue their interests. 3to6.co/prime-time #AfterschoolFightsCrime

***Instagram***

Our #LightsOnAfterschool because when students don’t have a structured, engaging environment to turn to, the hours right after school (2-6PM) become the peak hours for juvenile crime, according to new research from @FightCrime. 3to6.co/prime-time

**EMAIL/BLOG/NEWSLETTER**

***October***

It’s not too late to join the nationwide rally for afterschool! On October 24, one million Americans will come together at more than 8,000 *Lights On Afterschool* events.

Even if you have limited time or resources, you can take part. If are a program, simply [sign up](https://3to6.co/ymca) and use one of these [10 last-minute event ideas from the Afterschool Alliance](http://www.afterschoolalliance.org/loalastminute.cfm).

If you are not part of a program, gather your colleagues and take the Light Bulb Challenge - [snap a picture of the group in the lightbulb pose](https://www.facebook.com/usd257safebase/photos/pcb.1553627741347728/1553627264681109/?type=3&theater), post it on social, and tag it #LightsOnAfterschool!

Don’t miss the chance to join the only national celebration of afterschool programs!

***October 24: Today is Lights On Afterschool***

Today, one million Americans will come together at more than 8,000 events to celebrate 20 years of *Lights On Afterschool*. These celebrations come in all shapes and sizes, and there’s bound to be one happening near you! Find an event [here](https://3to6.co/loa_find).

In addition to celebrations on the ground, social media is lighting up with news about events across the country! Follow [#LightsOnAfterschool](https://twitter.com/hashtag/LightsOnAfterschool) to find the latest updates and participate in the [Lightbulb Challenge](http://afterschoolalliance.org/LightbulbChallenge.cfm).

Happy *Lights On Afterschool*!

**Old Samples**

**Emails**

***August - September***

Lights On Afterschool registration is open!

[Registration for the 20th annual nationwide rally for afterschool is open!](https://3to6.co/loareg) Holding a *Lights On Afterschool* event is a golden opportunity to make sure parents, policymakers, and communities understand the impact of afterschool programs in keeping kids safe, inspiring them to learn, and giving families peace of mind. Join your colleagues in celebrating on or around October 24.

Last year, more than one million Americans came together at 8,000+ *Lights On Afterschool* events*.*

Use *Lights On Afterschool* to showcase your program and youth - don’t have an afterschool site? Team up with a program near you! The [event planning kit](http://www.afterschoolalliance.org/loaEventKit.cfm) has all the tools you need to help generate press coverage, excite the community, and inspire policymakers to invest in afterschool.

Sign up and you will receive 10 free posters (made by afterschool youth!) and event planning tips.

[Sign up today!](https://3to6.co/loareg)

***September***

*Lights On Afterschool* is coming next month! Join your colleagues and partners in this nationwide celebration of afterschool.

Looking for inspiration? The [event toolkit](http://www.afterschoolalliance.org/loaEventKit.cfm) can help you brainstorm brilliant celebrations—and make them happen. Each and every *Lights On Afterschool* celebration is as unique as the community hosting it, and all options are on the table. Don’t have an afterschool site? Team up with a program near you.

[Register your celebration today](https://3to6.co/loareg) to receive 10 free *Lights On Afterschool* posters, featuring artwork from students attending programs across the country. Post them around your community to get everyone looking forward to October 24 as they head back to school (and back to afterschool!).

[Register now!](https://3to6.co/loareg)

**Twitter**

***October***

Registration for the 20th #LightsOnAfterschool is now open! Sign up your afterschool program’s event now for expert tips & the chance to win free prizes! <https://3to6.co/regtw>

#LightsOnAfterschool brings together 1M people every year to celebrate all that afterschool programs do for kids, families & communities. Register your program’s event now and win prizes! <https://3to6.co/regtw>

Did you know, for 20 years #LightsOnAfterschool has been the largest nationwide celebration of afterschool programs & everything they do for our communities? Learn more: <https://3to6.co/regtw>

Even if you’re busy, you can be a part of #LightsOnAfterschool and inspire others to get involved by taking the #LightbulbChallenge. Post a photo of you, your program, your family - whoever - posing a lightbulb on Oct 24! Here’s how: <http://www.afterschoolalliance.org/lightbulbChallenge.cfm>

**Facebook**

***October***

We’re gearing up for #LightsOnAfterschool by getting the word out! Afterschool programs keep kids safe, inspire them to learn and help working families—and Lights On Afterschool shines a national spotlight on their impact! <https://3to6.co/regfb>

Our programs make a difference for the kids, families & communities they serve every day. But across the country, for every child who gets to participate in an afterschool program, two more are waiting to get in. If you think every kid deserves access, join us to celebrate 20 years of #LightsOnAfterschool! <https://3to6.co/regfb>

Take the #LightbulbChallenge to celebrate 20 years of #LightsOnAfterschool with us on Oct. 24! <https://www.facebook.com/events/379402049424459/>