***Lights On Afterschool:***

**State Networks 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:

[Email copy](#bookmark=id.30j0zll)

[Social media samples](#bookmark=id.1fob9te)

Looking for social media about STEM, health and wellness, and more? Click [here.](https://docs.google.com/document/d/1wT_7CMjzRt3VXx4Efdh68TOGZ5ZwgJIg6KCA5xKTrJ4/edit?usp=sharing)

**Graphics:**[**http://afterschoolalliance.org/loaSocialMedia.cfm#more-graphics**](http://afterschoolalliance.org/loaSocialMedia.cfm#more-graphics)

**Twitter**

***September - October***

It’s on! The 21st #LightsOnAfterschool will look & feel like no other, but it’s never been more important to showcase & celebrate the important role afterschool & summer learning programs play in our communities. Sign up now for updates to get involved: <https://3to6.co/vhe>

#LightsOnAfterschool, the national showcase for OST & summer learning programs, is around the corner! This year will be different, but there are still dozens of ways to celebrate! Sign up for updates & learn more about how you can put the #LightsOnAfterschool!<https://3to6.co/vhe>

Registration for the 21st #LightsOnAfterschool is now open! Whether you’re planning to hold an event in person or online, sign up your afterschool program's event now for expert tips & the chance to win free prizes! <https://3to6.co/vhe>

Want to know how you can help keep the #LightsOnAfterschool? Online or in person, find a way to showcase what your program means to your community on Oct. 22! Sign up for updates & tips to put the #LightsOnAfterschool! <https://3to6.co/vhe>

We're ready to show the world how #AfterschoolWorks for our kids! Join the celebration of an unforgettable #LightsOnAfterschool: <http://www.afterschoolalliance.org/loa.cfm>

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 22! Here's how: <http://www.afterschoolalliance.org/lightbulbChallenge.cfm>

Keep the #LightsOnAfterschool where you are! There's so many creative ways to plan an event or showcase your program virtually. Join the largest nationwide celebration of afterschool & summer learning programs with this guide:<http://www.afterschoolalliance.org/loa.cfm>

We're ready to show the world how #AfterschoolWorks for our kids! Sign up for updates on how YOU can join the 21st celebration of #LightsOnAfterschool: <https://3to6.co/vhe>

***Two Weeks Out***

Keep the #LightsOnAfterschool where you are! There’s so many creative ways to showcase your program – whether in person or online. Join the largest nationwide celebration for afterschool & summer learning programs:<http://www.afterschoolalliance.org/loa.cfm>

We're ready to show the world how #AfterschoolWorks for our kids! Help us put the #LightsOnAfterschool with one of these in-person or virtual showcase ideas: http://www.afterschoolalliance.org/loa.cfm

***Day of Lights On (October 22)***

It’s on! We’re celebrating the 21st annual #LightsOnAfterschool with over 1 million afterschool champions to showcase all the ways afterschool programs are serving our communities – now and in the future! Join the celebration:<http://www.afterschoolalliance.org/loa.cfm>

Our #LightsOnAfterschool, is yours? We challenge @[XX] @[XX] to do the #LightbulbChallenge or donate to help afterschool programs!

Join us for #LightsOnAfterschool tonight! We'll celebrate afterschool with [ACTIVITY 1] and [ACTIVITY 2]!

We're keeping the #LightsOnAfterschool to highlight the impact of afterschool—[# OF KIDS] kids in [YOUR STATE] rely on afterschool programs every day!

We're keeping the #LightsOnAfterschool to shine a light on the need for afterschool in XX—[# OF KIDS IN YOUR STATE] kids are still waiting to get into a program.

2 out of 3 parents agree: #AfterschoolWorks for [THEME]! We're celebrating [THEME] for #LightsOnAfterschool by [ACTIVITY].

**Facebook**

***September - October***

It’s on! This year’s #LightsOnAfterschool will be different – but the importance of shining a light on afterschool & summer learning programs & their role in our communities has never been more important. We're gearing up for #LightsOnAfterschool by getting the word out! Help us share & invite afterschool champions to join the celebration & showcase how #AfterschoolWorks:<https://3to6.co/uck>

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 #LightsOnAfterschool in 2021! Sign up now to receive updates on how you can join the biggest celebration for afterschool nationally: https://3to6.co/uck

We're proud to join communities all across America celebrating Lights On Afterschool on October 22! Whether you’re celebrating in person or online, there are tons of ways to join the largest showcase of afterschool & summer learning programs held nationally. Sign up now to receive updates, tips, & guidance: https://3to6.co/uck

For every one 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 Lights On Afterschool on October 22! https://3to6.co/uck

Want to know how you can help keep the #LightsOnAfterschool? Online or in person, find a way to showcase what your program means to your community on Oct. 22! Sign up for updates & tips to put the #LightsOnAfterschool! <https://3to6.co/uck>

***Day of Lights On (October 22)***

Today is the day! Join us and afterschool programs throughout the [STATE] to celebrate Lights On Afterschool! Help us shine a light on the impact of afterschool programs are making – supporting students, families, and schools meet the demand & challenges of the COVID-19 pandemic. #### [State] kids rely on afterschool every day, but #### [State] are still waiting to get in. Share your support! #LightsOnAfterschool #AfterschoolWorks

Our #LightsOnAfterschool, is yours? Today is a nationwide celebration of all that afterschool programs do to keep our kids safe and learning. But for every child in afterschool, two are waiting to get in, so we challenge help keep the #LightsOnAfterschool by hosting/attending an event or donate to http://ow.ly/UNoZ30fO9kg

**INSTAGRAM**

***October***

It’s on! We can't wait to join in on the nationwide celebration of #LightsOnAfterschool. Now more than ever, afterschool & summer learning programs are rising to the moment to keep kids safe, inspire them to learn and help working families—and on Oct. 22 thousands of programs will share how they're keeping the lights on afterschool for our children!

find a way to showcase what your program means to your community on Oct. 22! Sign up for updates & tips to put the #LightsOnAfterschool!<https://3to6.co/LOA2021>

***Day of Lights On (October 22)***

We're celebrating 20 years of #LightsOnAfterschool by taking the #LightbulbChallenge. 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.

**Responding to COVID-19**

***Twitter***

Help us put the #LightsOnAfterschool rising to the moment! 70% of programs surveyed nationally reported serving students in some capacity since the COVID-19 shutdowns – providing remote learning, childcare for essential works, delivering meals, & more!https://3to6.co/vhe

Let’s put the #LightsOnAfterschool programs that have been there for us! Afterschool programs have risen to the occasion and stepped in to serve students & families, but now they need our support. 8 in 10 providers say they need more funding & guidance to continue serving their communities. <https://3to6.co/vhe>

Each year, #LightsOnAfterschool puts a spotlight on the important role of afterschool in our communities. Now, with 84% of programs facing uncertainty about their future, we need the brightest light yet to ensure we don't lose these critical programs. <https://3to6.co/vhe>

Put the #LightsOnAfterschool! Afterschool programs have risen to the occasion and stepped in to serve students & families, but now they need our support. 8 in 10 providers say they need more funding & guidance to continue serving their communities. <https://3to6.co/vhe>

**EMAIL/BLOG/NEWSLETTER**

***September - October***

It’s on! We’re proud to be joining the Afterschool Alliance and thousands of OST programs in the largest nationwide showcase of afterschool programs during the 21st annual *Lights On Afterschoo*l celebration on October 22nd!

Despite the uncertainty and challenges of this year, afterschool programs rose to the moment - supporting students & families by providing needed meals, childcare for essential workers, and high-quality virtual learning experiences when schools were forced to close. On October 22, we’re helping to shine a light on the important role of afterschool programs in our community - and you can too!

[Sign up now](https://3to6.co/s3n) to tell us if you’re planning on joining the celebration and receive

information on how you can get involved in a *Lights On Afterschoo*l like no other!

And check out the [Lights On Afterschool homepage](http://afterschoolalliance.org/loa.cfm) for event ideas & toolkits to help make this year the brightest *Lights On* celebration yet!

*Happy Lights On Afterschool!*

***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!

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*!