



LIGHTS ON AFTERSCHOOL

A PROJECT OF THE AFTERSCHOOL ALLIANCE

ACTIVITY GUIDE FOR 21ST CCLC PROGRAMS



COMPLETE A BONUS
ACTIVITY FOR A
CHANCE TO RECEIVE
A PRIZE!

#LightsOnAfterschool #LightsOnNV

NEVADA
Afterschool
NETWORK



2024 Lights On Afterschool 21st CCLC Activities

Overview:

Lights On Afterschool (LOA), a project by the Afterschool Alliance, is a nationwide event highlighting afterschool programs and their important role in the lives of children, families, and communities. The effort has become a hallmark of the afterschool movement that sparks attention and advocacy across the country each year. LOA is celebrated by showcasing the many ways that afterschool programs support students by offering them opportunities to learn new things and discover new skills. To get familiar with LOA, you can start by watching [previous webinars](#) and visiting the Lights On Afterschool page of the [Afterschool Alliance website](#).

The Nevada Afterschool Network (NAN) facilitates the annual LOA campaign in Nevada and collaborates with the Nevada Department of Education to provide technical assistance to 21st CCLC programs across the state. This guide provides activities to help your 21st CCLC program celebrate and advocate for afterschool in Nevada.

What You Need to Know:

Activities: Your program will have four **required** activities with the option to complete a bonus activity from either the bronze, silver, or gold category. These designations reflect the varying degrees of effort and coordination invested in the planning, promotion, and engagement of your celebration. If your program is hosting an event, you must create a free account and register with the Afterschool Alliance [here](#). Additional activity ideas to include in your event can be found in the Afterschool Alliance's [searchable idea database](#). If you would like to substitute one of the specified activities in this guide, please email NAN at nan@unlv.edu for approval and assistance.

Prizes: All programs who complete the bonus activity will be entered into a drawing where up to 3 programs will win a prize. Although participation in one of the categories does not guarantee a prize for your program, completing activities with higher designations (Silver, Gold) will increase your chance of receiving a prize. The activity entry amounts are as follows:

- Bronze = 1 entry
- Silver = 2 entries
- Gold = 3 entries

Once the winners are selected, they will receive a Certificate of Outstanding Achievement, special recognition from school district admin, and a spotlight feature on NAN's media platforms.

Submission: A submission form will be sent out in October for programs to submit proof of their participation in LOA activities. By **Friday, Nov. 15th**, please fill out this form to submit the **required** activity materials and **optional** bonus activity summary.

Required Materials:

- three scanned copies of coloring pages
- three scanned copies of afterschool statements
- three social media posts
- program highlight

For any additional questions or concerns, feel free to reach out to us at nan@unlv.edu with the subject "LOA Inquiry."

REQUIRED ACTIVITIES (Please complete ALL activities listed below):

1. Lightbulb Coloring Pages

- **Description:** Have youth color the [Lights On Afterschool light bulb logo](#) with a note that explains why afterschool programs are worth celebrating. Programs are welcome to print their own copies of the coloring pages. However, if you are unable to print, NAN can either deliver or mail copies to your program depending on your location. Reach out to our team at nan@unlv.edu to discuss mailing details with the subject “[Your Program] - LOA Coloring Pages.” Programs are also encouraged to mail or drop off the completed lightbulb coloring pages directly to NAN for use in advocacy efforts. Please contact us at nan@unlv.edu to arrange for drop off of these materials.
- **Potential Outcomes:** Programs can hang up student artwork around their facility, create a photobook, display it on their website and media platforms, and/or mail the creations to their local congressional office.
- **Potential TA from NAN:** Staff members can deliver and pick up the coloring pages if they are local to the program.
- **Incentive for Program to Complete:** NAN will present the youth artwork when advocating for afterschool programs at the Nevada legislature and promote it on the NAN website and other media channels.

2. Afterschool Statements

- **Description:** Have youth, families, and/or program staff fill out the [We Love Our Afterschool Staff](#) and [Shining A Light](#) templates to highlight the importance of keeping the lights on afterschool. Your program is welcome to print your own copies of the statement templates. However, if you are unable to print, NAN can either deliver or mail copies to your program depending on your location. Reach out to our team at nan@unlv.edu to discuss mailing details with the subject “[Your Program] - LOA Statements.” Programs are also encouraged to send the completed lightbulb coloring pages and afterschool statements directly to NAN for use in advocacy efforts. Please contact us at nan@unlv.edu to arrange for drop off of these materials.
- **Potential Outcomes:** Programs can use statements in their annual reports and/or mail them to their local congressional office.
- **Potential TA from NAN:** Staff members can deliver and pick up the copies if they are local to the program.
- **Incentive for Program to Complete:** NAN will present the statements when advocating for afterschool programs at the Nevada legislature and promote it on the NAN website and other media channels.

3. Participate in NAN’s “Lights On NV” social media campaign

- **Description:** Post about afterschool at least three separate times on any or all of the following platforms: Facebook, Instagram, X, or LinkedIn. These posts should aim to create engaging and informative content that highlights the importance of afterschool programs in Nevada. Examples of post content may include the [lightbulb challenge](#), spotlight stories and achievements, a 30-second PSA video from students, short videos from local businesses/partners to support afterschool, facts about afterschool, day in the life of an afterschool program, historical facts about your program, etc. The type of post can range from a single photo, slide deck, video, story feature, or tweetstorm. All posts must include a caption with the hashtags #LightsOnNV24 and #LightsOnAfterschool. Programs must follow and tag NAN in their posts (@nvafterschool or Nevada Afterschool Network on LinkedIn).
- **Potential Outcomes:** Social media engagement will spark greater awareness and advocacy for afterschool and showcase its importance to the community. Program staff can further display the promotional materials they make for this campaign on their website, annual report, or other program deliverables.

- Potential TA from NAN: Staff members will monitor the #LightsOnNV24 hashtag/tagged posts to repost content, help programs brainstorm ideas, and help programs navigate the LOA Instagram filters.
Incentive for Program to Complete: Increased youth voice & engagement, promotion of the program on NAN website/media platforms, inclusion in NAN advocacy efforts.

4. Send NAN a Program Highlight

- Description: Share your afterschool and/or summer program's highlights with NAN and tell us about your engagement with enrichment opportunities. NAN will spotlight your program's story on our website, monthly newsletters, and social media. Your program highlight may be about any field trips, events, student projects, program activities, family engagement, or other interesting features of the program. Programs are also encouraged to share a 30 sec. – 1 min video with their highlight. This information must be uploaded in the final submission form.
- Potential Outcomes: Staff will be able to showcase their program and share student achievements with the community.
- Potential TA from NAN: NAN staff will monitor survey responses, create graphics about the program to post on all social media platforms, include in the NAN newsletter, and add to the NAN website.
- Incentive for Program to Complete: Increased awareness with the community and potential youth enrollment into the program.

OPTIONAL BONUS ACTIVITY (Choose an activity from one of the following categories):

Bronze

1. Afterschool Superheroes

- Description: Have students write a short story about how they would use a superpower to change the community. Then, invite families (and school leadership, if applicable) to hear the students' stories. If your program has a social media platform, you can highlight individual quotes/excerpts from students using the hashtag #LightsOnAfterschool to raise awareness about afterschool.
 - ***Designation can be raised to Silver***: Have students read their stories at a family/community event, school board, or in front of policymakers.
- Potential Outcomes: This activity will help youth improve their writing, public speaking, and advocacy skills. Programs can also create a storybook with a collection of student stories to keep in their facility.
- Potential TA from NAN: Staff members can assist with event communications and logistics if the program chooses to invite policymakers, family, and/or other community members.
- Incentive for Program to Complete: Increased youth voice & engagement, selected essays can be used in NAN advocacy efforts and promoted on social media.

2. Coloring Page Contest

- Description: Among the lightbulb coloring pages completed by Required Activity #1, choose 1-3 of their best youth creations to send to nan@unlv.edu to be entered into a contest. The winner's artwork will be printed as custom Nevada Lights On Afterschool stickers for the following year. Hand drawn artwork must be scanned for submission (no photo of drawing).
- Potential Outcomes: Programs can hang up student artwork around their facility, create a photobook, display it on their website and media platforms, and/or mail the creations to their local congressional office.
- Potential TA from NAN: Staff members will assist with

- Incentive for Program to Complete: NAN will use the Lights On Afterschool stickers at events.

Silver

1. Invite an Expert

- Description: Invite a local expert to share their work and be interviewed by students. Depending on your program's unique mission, this may be a local scientist, engineer, coding expert, professional athlete, artist, or entrepreneur. After the activity, have students document a reflection of their experience and set professional goals for the rest of their time in the program. Send a summary with highlights of the student reflections to funders, policymakers, and/or school leadership to demonstrate the role of afterschool in helping youth discover possible career paths and build future work skills. If your program has a social media platform, you are also encouraged to post about the activity using the hashtag #LightsOnAfterschool to raise awareness of afterschool.
- Potential Outcomes: Program staff could assist students with reaching the professional goals that they set (ex: exploring college and career resources, mentorship opportunities, etc.).
- Potential TA from NAN: Staff members can develop a list of potential experts to contact in the community and help with communications by securing experts to volunteer in the activity.
- Incentive for Program to Complete: Increased involvement in STEM fields, student reflections and goals will help NAN advocate for afterschool as an asset of workforce development.

2. Lights On Student Art Contest (Inspired by the Lights On poster contest & CCCMHC youth photo contest)

- Description: Have students construct a creative interpretation of what afterschool means to them. This can be through a painting, drawing, digital graphic, personal testimonial, creative story, sculpture, or other art form (it is recommended that programs choose one art form for their program contest for better evaluation of student projects). After the contest, gather all student projects to create a poster, digital portfolio, photobook, or designated space within their facility to raise awareness of how youth are impacted by afterschool. If your program has a social media platform, you can post about their students' creations using the hashtag #LightsOnAfterschool to raise awareness of afterschool.
 - ***Designation can be raised to Gold***: Have select students present about their projects to policymakers, local community, or school board, or create an art gallery within their facility and host an event where families are invited for a walk-through.
- Potential Outcomes: This contest highlights the role of afterschool in creative achievement, uniting communities, encouraging self-expression, and teaching students about themselves. Programs can also share the contest results on their website or annual reports.
- Potential TA from NAN: Staff members can assist with identifying places to get art materials for student projects and potential media promotion of the contest.
- Incentive for Program to Complete: NAN can create a photobook of student artwork for use in our marketing and advocacy efforts. NAN can also create a Lights On "Hall of Fame" on our website with each winner's artwork from the programs who choose to participate in this activity.

3. Conduct a youth service project in the community

- Description: Show how afterschool makes a positive difference in the community by collaborating with a local foundation to host a volunteer/service project with students. To find planning resources and choose a project that is fun and meaningful, visit this [page](#). Examples may include a food drive, community clean-up, planting a community garden, senior citizen support, or creating homeless care packages. Programs are welcome to invite parents and families to participate. If your program has a social media platform, you are also encouraged to post about the event using the hashtag #LightsOnAfterschool to raise awareness about afterschool. Transportation will need to be arranged by the program.

- ***Designation can be raised to Gold:*** Invite policymaker(s) to volunteer and learn more about the benefits of afterschool for the community.
- **Potential Outcomes:** This activity can foster a sense of responsibility and teamwork among students while making a positive impact on the community. Engagement with policymakers can increase legislative advocacy and awareness for afterschool.
- **Potential TA from NAN:** Staff members can assist programs with choosing a community service project, communications, and logistics for the event, and increase media promotion on our digital platforms.
- **Incentive for Program to Complete:** Increased family and community involvement, an event summary can be included in NAN advocacy efforts.

Gold

1. Host an open house or special event for students/families and invite a policymaker for a site visit

- **Description:** Invite families to learn more about the program and participate in activities. Depending on your program's unique mission, examples may include a literacy night or book fair, space-themed STEM night, healthy eating night, family fitness night, gardening/harvest festival, carnival math games, or talent showcase. Invite a local or state policymaker to your program event to participate in activities that show a day in the life of an afterschool student, how afterschool has helped students, and/or program accomplishments. If your program has a social media platform, they are also encouraged to post about the event using the hashtag #LightsOnAfterschool to raise awareness about afterschool. See more planning ideas and details [here](#).
- **Potential Outcomes:** The policymaker can issue a proclamation or advocacy statement that can be posted in the program facility/school. Engagement with policymakers will also spark greater awareness and legislative advocacy for afterschool. Families can create take-home activity bags or kits to foster enrichment at home (ex: healthy recipe cards, gardening kits, literacy games, etc.).
- **Potential TA from NAN:** Staff members can assist with brainstorming activities for the event, event logistics, communications for inviting a policymaker to the event, make templates for thank you letters/proclamation/advocacy statement, help create talking points, provide afterschool data flyers for policymakers, and brainstorm a list of speakers.
Incentive for Program to Complete: Increased family and community involvement, event highlights can be featured on NAN website and social media pages, event summary can be included in NAN advocacy efforts.

2. Involve media for your event or program activities

- **Description:** Contact local news media (reporters, producers, editors, bloggers, etc.) at least a week in advance to let them know about your Lights On Afterschool event. Inform them of who the speakers will be, what activities will be happening, when and where it will take place, what the program is, and why afterschool is important to the community. See media alert instructions and sample [here](#). Then, prepare a [news release](#) to give to reporters who come to the event and email or fax one to those who do not attend. Other ideas for involving media can be working with local newspapers, television, or radio stations to help promote your event and releasing a public service announcement. Finally, send a thank-you note to any media who covered the event.
- **Potential Outcomes:** Promotion of the program event will spread awareness and advocacy of afterschool, increase the body of resources and support in the community, as well as attract potential partners and sponsors/donations for the program.
- **Potential TA from NAN:** Staff members can assist with generating Nevada-specific media templates and scripts, help programs develop a timeline of tasks to be completed, and increase media promotion on our own platforms.
- **Incentive for Program to Complete:** Increased engagement with families and the local community.

3. Team up with corporate/community partners to celebrate afterschool

- Description: Recruit partners with reach into the community to help promote and participate in their Lights On Afterschool event. Examples may include asking local businesses to sponsor an activity at the program, invite them to lead an activity during the program event, or gather short recorded videos of the organizations' staff about supporting afterschool to share at the event. If your program has a social media platform, they are also encouraged to post about the event using the hashtag #LightsOnAfterschool to raise awareness about afterschool. Finally, send a thank-you note to any partners who participated in the event.
- Potential Outcomes: Promotion of the program event can spread awareness and advocacy of afterschool, increase the body of resources and support in the community, as well as attract potential partners and sponsors/donations for the program.
- Potential TA from NAN: Staff members can assist with communications and securing sponsors/locations, provide afterschool data flyers, help programs develop a timeline of tasks to be completed, make templates for thank you letters, and increase media promotion on our own platforms.
- Incentive for Program to Complete: Increased community engagement.