

2019 21st CCLC
MULTI-STATE CONFERENCE
PROMOTION TOOLKIT | JUNE - OCTOBER 2019



OCTOBER 6-9, 2019

OLD NATIONAL EVENTS PLAZA
EVANSVILLE, INDIANA

Promotion Schedule

Week	Content
June 2-8	Social Media Post #1
June 9-15	Registration Announcement #1
June 9-15	Social Media Post #2
June 16-22	Social Media Post #3
June 23-29	Registration Announcement #2
June 23-29	Social Media Post #4
June 30 - July 6	Social Media Post #5
July 7-13	Social Media Post #6
July 14-20	Social Media Post #7
July 21-27	Social Media Post #8
July 21-27	Registration Announcement #3
July 28 - August 3	Social Media Post #9
August 3-10	Social Media Post #10
August 11-17	Social Media Post #11
August 18-24	Social Media Post #12
August 25-31	Social Media Post #13
August 25-31	Registration Announcement #4
September 1-7	Social Media Post #14
September 8-14	Social Media Post #15
September 15-21	Social Media Post #16
September 22-28	Social Media Post #17
September 29 – October 5	Social Media Post #18
October 6	Social Media Post #19

Registration Announcements

Sample Announcement Text

Method: E-mail Distribution

**Additional Promotion Suggestion: Consider adding this to your newsletters and communication to providers, programs staff, and stakeholders.*

Registration Announcement #1

(Send: Week of June 9-15)

Suggested Subject Line: Join us for the 2019 Multi-State Conference for 21st Century Community Learning Centers! Early Bird Pricing Ends Soon!

[Insert your program/organization name] is excited to be joining afterschool professionals from across the Midwest at the 2019 Multi-State Conference for 21st Century Community Learning Centers October 6-9, 2019 in Evansville, Indiana!

We hope you will join us and other afterschool youth workers, educators, and program administrators from IN, KY, TN, and WV for a unique opportunity to learn collectively -- helping build stronger foundations for youth to thrive.

What to expect?

Conference sessions will be offered in a variety of formats and will focus on content to engage and inspire program staff and administrators. Sessions will be categorized according to six conference tracks to help you maximize your experience based on your unique needs. Full session details can be found [here](#).

(Link: https://docs.google.com/spreadsheets/d/1EtYYZ1LH1QyiCDLhM6awOHAi0dq88ru_C2bPLMpA1jg/edit?usp=sharing)

Conference Track Focus Areas

- Service
- Support
- Programming
- Program Administration
- Personal Development
- Inclusion

Interested in volunteering?

Individuals who volunteer for 6 hours to support the conference qualify for a free conference registration! Sign up today!

(Link: <https://www.in21stccclcmultistate.com/engage.html>)

Register today to join us!

Early Bird Rate of \$150.00/person through June 15th!

(Link: https://indianayouthservicesassociation.formstack.com/forms/multistate_conference_registration)

Registration Announcements

Registration Announcement #2

(Send: Week of June 23-29th)

(Attachment: Conference Overview Schedule)

Suggested Subject Line: Be Sure to Register for the 2019 Multi-State Conference for 21st Century Community Learning Centers!

Have you registered for the 2019 Multi-State Conference for 21st Century Community Learning Centers yet? What are you waiting for? This year's conference is filled with incredible speakers and presentations to meet the unique needs of programs and staff members from across the Midwest! Full session descriptions are now available and can be found [here!](#)

(Line: https://docs.google.com/spreadsheets/d/1EtYYZ1LH1QyiCDLhM6awOHAI0dq88ru_C2bPLMpA1jg/edit?usp=sharing)

New This Year!

Attendees will have the opportunity to attend a Pre-Conference Leadership Intensive at Old National Events Plaza, Sunday October 6th 2:00pm-7:00pm CST.

Becoming an Agent for Change: Harnessing Your Leadership Power and Influence

What to Expect:

- Learn how to more effectively identify team needs, adapt leadership approaches, and achieve results.
- Understand the role and importance of organizational culture in achieving program goals and outcomes.
- Develop the ability to identify and intentionally manifest your desired program culture.

Just add the Pre-Conference Leadership Intensive to your conference registration form for only \$99!

Interested in volunteering?

Individuals who volunteer for 6 hours to support the conference qualify for a free conference registration! Sign up today!

(Link: <https://www.in21stccclcmultistate.com/engage.html>)

Register Soon to Save!

Early Bird Registration Rate of \$175.00/person is available until July 31st!

(Link: https://indianayouthservicesassociation.formstack.com/forms/multistate_conference_registration)

Registration Announcements

Registration Announcement #3

(Send: Week of July 21-27th)

(Attachment: Conference Session Schedule)

Suggested Subject Line: Early Bird Registration for the 2019 Multi-State Conference for 21st CCLC Ends Soon? Don't miss out!

Still thinking about joining us for the 2019 Multi-State Conference for 21st Century Community Learning Centers? Don't miss out!

This incredible annual conference convenes out-of-school time youth workers, educators, and program administrators from Indiana, Kentucky, Tennessee, and West Virginia for a unique opportunity to learn collectively -- helping program staff and administrators build stronger foundations for youth to thrive.

The Early Bird Registration rate of \$175/person will be available until July 31st! Register Today!

What Special Events and Opportunities Can I Expect?

Opening Reception

- WHEN: Monday, October 7th from 6:00-10:00 PM
- WHAT: Enjoy free food and drinks while exploring the Children's Museum of Evansville! Take some time to meet other professionals from the field, explore the museum, and even hop on stage and show off your Karaoke skills!

Pre-Conference Leadership Intensive

Becoming an Agent for Change: Harnessing Your Leadership Power and Influence

- WHEN: Sunday, October 6th from 2:00-7:00 PM
- WHAT: Join us for the 2019 Pre-Conference Leadership Intensive -- an experiential, half-day seminar designed to help YOU learn to strategically leverage your strengths and skills to create change. Read More [Here!](#) Cost: \$99.00

*Limited Space Available; Add the Pre-Conference Intensive onto your conference registration.

Conference Service Project

- WHAT: Give back to the youth of Evansville, Indiana by making a donation of a new/gently used clothing item and/or an inclusive toiletry item to Hangers, a local program, that works with underserved youth in the district while at the conference.

Don't Miss Out - Register Today!

(Link: https://indianayouthservicesassociation.formstack.com/forms/multistate_conference_registration)

Registration Announcements

Registration Announcement #4

(Send: Week of August 25-31st)

(Attachment: Conference Session Schedule)

Suggested Subject Line: LAST CHANCE to register for the 2019 Multi-State Conference for 21st Century Community Learning Centers!

Registration closes August 31st! Don't miss out on this incredible annual conference which convenes out-of-school time youth workers, educators, and program administrators from Indiana, Kentucky, Tennessee, and West Virginia for a unique opportunity to learn collectively -- helping program staff and administrators build stronger foundations for youth to thrive.

Conference sessions will be offered in a variety of formats and will focus on content to engage and inspire program staff and administrators. Sessions will be categorized according to six conference tracks to help you maximize your experience based on your unique needs. Full session details can be found [here](#).

(Link: https://docs.google.com/spreadsheets/d/1EtYYZ1LH1QyiCDLhM6awOHai0dq88ru_C2bPLMpA1jg/edit?usp=sharing)

Interested in volunteering?

Individuals who volunteer for 6 hours to support the conference qualify for a free conference registration! Sign up today!

(Link: <https://www.in21stccclcmultistate.com/engage.html>)

Make Sure to Register Today!

(Link: https://indianayouthservicesassociation.formstack.com/forms/multistate_conference_registration)

Social Media Posts

**Copy and paste the verbiage below into your preferred social media platform.*

#1) [Insert your program/organization name] is excited to be joining afterschool professionals from across the Midwest at the 2019 Multi-State Conference for 21st Century Community Learning Centers October 6-9, 2019 in Evansville, Indiana! Register today to join us! #IDOEafterschool #GetRooted21stCCLC
(<https://www.in21stcclcmultistate.com>)

#2) Looking for an incredible professional development opportunity for you and your staff? Register today for the #GetRooted21stCCLC 2019 Multi-State Conference! The Early Bird attendee price of \$150/person ends June 15th!
(https://indianayouthservicesassociation.formstack.com/forms/multistate_conference_registration)

#3) Sessions for the #GetRooted21stCCLC 2019 Multi-State Conference are focused on “Building a Strong Foundation for 21st CCLC Youth”! Learn more about what sessions you can select when you join us October 6-9, 2019 in Evansville, IN!
(https://docs.google.com/spreadsheets/d/1EtYYZ1LH1QyiCDLhM6awOHAi0dq88ru_C2bPLMpA1jg/edit?usp=sharing)

#4) Attending the #GetRooted21stCCLC Multi-State Conference Oct. 6-9th in Evansville, IN? Sign-up for the Pre-Conference Leadership Intensive, a half-day seminar designed to help YOU learn to strategically leverage your strengths and skills to create change on Oct. 6th from 2-7PM!
(<https://bit.ly/2IRW8A2>)

#5) Did you know if you volunteer for 6 hours during the #GetRooted21stCCLC Multi-State Conference you qualify for a free conference registration!? Sign-Up today so you don't miss out!
(https://indianayouthservicesassociation.formstack.com/forms/volunteer_form)

#6) Register today for the #GetRooted21stCCLC 2019 Multi-State Conference to join afterschool youth workers, educators, and program administrators from IN, KY, TN, and WV! The Early Bird attendee price of \$175/person ends July 31st!
(https://indianayouthservicesassociation.formstack.com/forms/multistate_conference_registration)

#7) The #GetRooted21stCCLC 2019 Multi-State Conference will feature several opportunities to engage with local youth -- including a youth art gallery walk, art contest, student performance, and a live STEM competition! Don't miss out!
(https://indianayouthservicesassociation.formstack.com/forms/multistate_conference_registration)

#8) From programming and inclusion, to personal development and administration, the 2019 #GetRooted21stCCLC Multi-State Conference has something for everyone! Early Bird pricing of \$175/person is only available until July 31st! Register today!
(https://indianayouthservicesassociation.formstack.com/forms/multistate_conference_registration)

#9) #GetRooted21stCCLC Multi-State Conference Keynote Speaker Highlight! Come hear Christian Moore, an internationally renowned author, speaker, licensed clinical social worker, and advocate for at-risk youth share more about his program WhyTry!
(<https://www.whytry.org>)

Social Media Posts

#10) Planning to attend the #GetRooted21stCCLC Multi-State Conference Oct. 6-9th in Evansville, IN? Join the Pre-Conference Leadership Intensive, a half-day seminar designed to help YOU learn to strategically leverage your strengths and skills to create change on 10/6 from 2-7PM!

(<https://bit.ly/2IRW8A2>)

#11) Only a few weeks left to register for the #GetRooted21stCCLC 2019 Multi-State Conference! Sessions are focused on “Building a Strong Foundation for 21st CCLC Youth”! Learn more about what sessions you can select when you join us October 6-9, 2019 in Evansville, IN!

(https://docs.google.com/spreadsheets/d/1EtYYZ1LH1QyiCDLhM6awOHAi0dq88ru_C2bPLMpA1jg/edit?usp=sharing)

#12) This year’s #GetRooted21stCCLC Multi-State Conference will feature a Pre-Conference Leadership Intensive, a half-day seminar designed to help YOU learn to strategically leverage your strengths and skills to create change on 10/6 from 2-7PM! Add the session when you register!

(<https://bit.ly/2IRW8A2>)

#13) This is the LAST week to register for the #GetRooted21stCCLC 2019 Multi-State Conference! Don’t miss out on this incredible opportunity to join afterschool professionals from across the Midwest in to build stronger foundations for youth to thrive. Registration CLOSES August 31st!

(https://indianayouthservicesassociation.formstack.com/forms/multistate_conference_registration)

#14) Have you booked your hotel room for the #GetRooted21stCCLC 2019 Multi-State Conference yet? Make sure to book online to receive special rates for conference attendees!

(<https://www.in21stcclcmultistate.com/travel.html>)

#15) Multi-State Conference Highlight! Come explore the Children’s Museum of Evansville on Oct. 7th during the #GetRooted21stCCLC Multi-State Conference! This free reception will feature refreshments, entertainment, and the opportunity to explore all the museum has to offer!

(Link: <https://www.in21stcclcmultistate.com/details.html>)

#16) #GetRooted21stCCLC Multi-State Conference Keynote Speaker Highlight! Join Skye Berger, Chief Encouragement Officer at Door Opener Academy to discuss empowering youth and families while renewing the youth workers and organizations that serve them!

(Link: <http://www.dooropeneracademy.com>)

#17) We’re excited for all the Exhibitors that will be on hand during the #GetRooted21stCCLC Multi-State Conference! Make sure you check out the latest additions and make your own list to chat with during breaks!

(Link: <https://www.in21stcclcmultistate.com/details.html>)

#18) Give back to the youth of Evansville during the #GetRooted21stCCLC Multi-State Conference by making a donation of a new/gently used clothing and/or an inclusive toiletry item to Hangers, a local program, that works with underserved youth in the district while at the conference!

#18) Looking forward to seeing everyone at this week’s #GetRooted21stCCLC Multi-State Conference! Make sure to use #GetRooted21stCCLC to share photos and highlights from your time at the conference! We’ll see you soon!

Talking Points

**Use these talking points when communicating with providers, program staff and stakeholders*

What is the 21st CCLC Multi-State Conference?

The 2019 21st CCLC Multi-State Conference convenes out-of-school time youth workers, educators, and program administrators from Indiana, Kentucky, Tennessee, and West Virginia for a unique opportunity to learn collectively -- helping program staff and administrators build stronger foundations for youth to thrive.

What is the cost to attend?

Conference attendance fees are as follows:

- May 1 – June 15, 2019: \$150.00/person
- June 16 – July 31, 2019: \$175.00/person
- August 1 – August 31, 2019: \$200/person

*Conference Registration closes on August 31st.

What types of presentations can I expect?

Sessions will be offered in a variety of formats and will focus on content which engages and inspires both programs staff and administrators. Sessions will be categorized according to the six conference tracks to assist participants with navigating those sessions which fit their unique needs. Full session details can be found [here](#).

(Link: https://docs.google.com/spreadsheets/d/1EtYYZ1LH1QyiCDLhM6awOHAi0dq88ru_C2bPLMpA1jg/edit?usp=sharing)

Conference Track Focus Areas

- | | |
|---------------|--------------------------|
| • Service | • Program Administration |
| • Support | • Personal Development |
| • Programming | • Inclusion |

What special events or opportunities can I expect?

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(Link: <https://bit.ly/2lRW8A2>)

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