

1 CONNECT

OUR COMMON FRAME: *“Young people need opportunities to learn and grow after school and in the community.”*

Always start your conversation by established an audience-based benefit or a value/belief you share with them:

POLICY MAKERS	BUSINESS	SCHOOL ADMIN	TEACHERS	FUNDERS	TRIBAL/CIVIC	PARENTS	LAW ENFORCEMENT
Best use of taxpayer dollars.	Strong, productive workforce.	School achievement.	Engaged learners.	Effect real change.	Build and sustain a strong community.	Support their desire for safe and successful young people.	Reduce / prevent crime.
Cost effective approach.		Meeting NSLB metrics.	Classroom behavior (mgmt).	Return on investment			Reduce / prevent truancy.
Sound investment.		Attendance.					

2 DESCRIBE

WHAT DOES YOUR PROGRAM/ORGANIZATION DELIVER FOR YOUNG PEOPLE?

Start with what young people get from your efforts, then describe what you do:

Develop decision making skills on the Roseville Youth Board	Get connected to caring adults through our BB/BS mentoring program	Become engaged citizens through our voting registration project	Experience the responsibilities of leadership in our Girl Power group	Contribute to community through the LeadPeace service learning program
Increase their self esteem through the peer leadership project	Practice real world skills at our debate club	Become invested in the community through our community garden	Experience different career opportunities in Junior Achievement	Make healthy decisions by attending our Celebration of Change program

3 CLARIFY

ESTABLISH THE SITUATION

What’s the need? Let them know why their support and resources are so vital. For example: *“Large state budget cuts, increased fees for families and a rise in living costs has put after school and community-based child and youth development programs out of reach for too many young people and their families.”*

4 ASK

ASK YOUR AUDIENCE FOR WHAT YOU NEED BASED ON WHAT THEY CAN CONTRIBUTE.

Engage them in the issue! Never forget to ask them for their help! For example: *“You can help by supporting the After School Community Learning Act. Can you ask your elected officials where they stand on it?”*



Youth Community Connections
Minnesota Partners for Healthy Youth Development