



national summer
learning association

DIGITAL ACTION TOOLKIT

SUMMER LEARNING ADVOCATES HILL DAY | MAY 1, 2018 | CAPITOL HILL

INTRODUCTION

Leaders of youth-serving organizations from across the country are convening on May 1, 2018 under the umbrella of the National Summer Learning Association (NSLA) for a **Summer Learning Advocates Hill Day** in Washington, D.C.

We need your voices to be heard! Even if you can't make it to Capitol Hill, this toolkit will help you reach out to your local representatives and share just how important federal funding for summer programs is to the students in your programs and in your community.

EMAIL A LETTER

for parents, teachers, CEOs, anyone!

Tell Congress to protect funding for the 21st Century Community Learning Center (21st CCLC) or Corporation for National and Community Service (AmeriCorps) program in just a few simple steps. Enter your zip code on NSLA's website and you will be directed to a prewritten email you can customize and send to your local representatives.

[Email Congress](#)

TWITTER

#smartersummers, follow NSLA @summerlearning!

Use these tweets to share why summers matter! Tag your local Congress representative at the end of your tweets. You can find a list of Twitter handles [here](#).

- Advocates from around the country are visiting Capitol Hill on May 1st to share why funding for #summerlearning is so important. I just emailed my local representative to do the same! #smartersummers <http://bit.ly/CongressSummer>
- #SmarterSummers! 20 million families want and need more #summerlearning and #afterschool opportunities. For every child in a program, two are waiting to get in. <http://bit.ly/21CCLCsummer>
- Programs like @AmeriCorpsVISTA support learning and enrichment activities, engage with families, and develop new programs and processes that last long beyond their individual year of service. Support #smartersummers! <http://bit.ly/AmeriCorpsSummer>
- Call on Congress to support #summerlearning with a modest increase to the current funding level for 21st Century Community Learning Center programs. #21CCLC #smartersummers <http://bit.ly/21CCLCsummer>
- Excited to continue to advocate for #summerlearning on National Summer Learning Day, July 12, 2018! #KeepKidsLearning #smartersummers <http://bit.ly/SLDay>

FACEBOOK

#smartersummers, like NSLA @SmarterSummers!

Use these blurbs to share why summers matter on Facebook and other social media platforms.

- #SmarterSummers! Advocates from around the country are visiting Capitol Hill on May 1st to share why funding for #summerlearning is so important. I just emailed my local representative to do the same! <http://bit.ly/CongressSummer>
- #SmarterSummers! 20 million families want and need more #summerlearning and #afterschool opportunities. For every child in a program, two are waiting to get in. Tell your local representative that these programs need more funding! <http://bit.ly/CongressSummer>

NEWSLETTER COPY

for programs

Subject Line: Support summer learning!

On May 1st, leaders of youth-serving organizations from across the country are convening under the umbrella of the [National Summer Learning Association](#) (NSLA) for a Summer Learning Advocates Hill Day in Washington, D.C. **[Insert name of program]** supports NSLA and understands just how important federal funding is for summer programming.

Please take two minutes to tell Congress to stand up for summer learning opportunities!

Federal funding has given us peace of mind in helping keep your children safe and healthy throughout the summer. We need your help to share how important it is to have programs in **[location]** just like **[name of program]** and how it has impacted your loved ones.

Email Congress to support summer learning! <http://bit.ly/CongressSummer>

NEWSLETTER COPY

for national organizations or anyone else!

Subject Line: Support summer learning!

Leaders of youth-serving organizations from across the country are convening on May 1, 2018 under the umbrella of the [National Summer Learning Association](#) (NSLA) for a Summer Learning Advocates Hill Day in Washington, D.C.

Advocates everywhere are fighting to keep and increase federal funding for summer programs. **[Insert name of organization]** is no exception! In support for this cause, we are asking you to reach out to your local representatives and share just how important federal funding for summer programs is to the students in your community.

One such example is the 21st Century Community Learning Centers (21st CCLC) program, the only dedicated source of federal funding for summer learning and afterschool programs. Another is the Corporation for National and Community Service, which oversees programs like AmeriCorps VISTA that provide vital human capacity for summer learning programs.

Please take two minutes to tell Congress to stand up for summer learning opportunities! **Email Congress** to support summer learning with a modest increase to the current funding levels for these programs. <http://bit.ly/CongressSummer>