

Communicating OUT-OF-SCHOOL-TIME messages

1

CONNECT

with your audience. What goals do you have in common?

2

DESCRIBE

the benefit of engaging in youth development activities through after school or community learning opportunities.

3

CLARIFY

the benefit young people get when they take part in **your program**. Offer a *specific* benefit to your *specific* program with your *specific* objective.

4

ASK

for action.
What would you like your audience to do?

