

# 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?

