



Marketing Magic: Boosting Visibility for Your 21st CCLC Programs



“Marketing your program isn’t just about promotion — it’s about building relationships, sharing stories, and creating a presence that resonates with your community.” —Shanika Peck

Hi, busy out-of-school time professionals! Especially for you, we packed this webinar takeaway with actionable information and resources shared during Marketing Magic: Boosting Visibility for Your 21st CCLC Programs. This 30-minute webinar focused on ways to build visibility and support for the important work you do. The webinar was hosted by the 21st Century Community Learning Centers (21st CCLC) National Technical Assistance Center on October 30, 2024. Take it away!



Key Takeaways

- **Tell stories** – Personal, authentic stories help humanize your program and make a lasting impact. Share narratives of real student achievements or community connections.
- **Use images** – High-quality visuals engage your audience faster and more effectively than text alone. Use platforms like Canva to create eye-catching graphics.
- **Foster relationships** – Partnerships extend your program’s reach and support. Collaborate with local businesses, schools, and families to build long-term engagement.
- **Tap into word-of-mouth marketing** – Empower participants and families to advocate for your program. Create referral programs or provide easy-to-share content.
- **Use the right platforms** – Engage your audience on platforms they already use, from social media to community events. Tailor your content to the platform and the audience.



Action Tips

- **Start small** – Begin by focusing on one or two strategies, such as enhancing your storytelling or engaging families on social media.
- **Be consistent** – Whether it’s posting on social media or updating your community, consistency in your message is key to building trust and recognition.
- **Track your success** – Use free tools like Google Analytics for social media insights to monitor engagement and adjust your strategies accordingly.





Resources

- [SureImpact Storytelling Toolkit](#) – Walks you through how to create an impact story that combines stories and data to show your program’s direct and indirect impact.
- [Canva](#) – This online graphic design platform offers a free version you can use to create appealing visuals even if you’re not a designer.
- [WordofMouth.org Action Plan](#) – A one-page worksheet for planning a word-of-mouth marketing strategy that’s simple but effective.
- [Afterschool Alliance Marketing Toolkit](#) – Includes strategies for raising your profile, attracting participants and funders, and getting positive media coverage.
- [National Institute on Out-of-School Time \(NIOST\)](#) – Visit the Resources section of the NIOST website for access to free resources, including the *Afterschool Matters* journal.

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