

YMCA Local Advocacy Day

Sample Itinerary #1

"Areas of Focus Event"

8:30am: Coffee and Refreshments with Elected Officials, Staff, Volunteers and Donors

(GOAL = informal session to meet elected officials and introduce Y staff and volunteers)

9:30am: Tour of Facility

(GOAL = allow elected officials to SEE the opportunities their constituents have in your facility)

10:00am: Open Forum

(GOAL = allow elected officials to HEAR the story of the Y in their communities and how the Y serves their constituents; use the opportunity to emphasize the Social Responsibility area of focus i.e. summer learning loss + achievement gap work, scholarships and financial aid, Youth-at-Risk funding)

10:30am: Organize Activities (great for camp sites)

(GOAL = allow elected officials to DO some of the activities/programs your Y offers in the community; use the opportunity to emphasize the Healthy Living and Youth Development areas of focus)

- Organize a volleyball/basketball game
- Have elected officials read to child care children
- Use high or low ropes equipment at camp
- Meet and Greet with Youth and Government/Teen Leaders/ Teen Achievers

12:00pm: Lunch

(GOAL = provide a healthy lunch and use the opportunity to emphasize the Healthy Living area of focus i.e. HEPA, evidence based health programs)