



## **MAKE THE CASE** to participate in the NAA CONVENTION 2022

This guide will help you advocate for participating in the National Afterschool Association Convention. With our candid advice and sample templates, you can show the value of Convention and the high return on investment for sending you to Las Vegas, Nevada.

# STEP 1: DO YOUR HOMEWORK

## List Your Organization's Top Priorities and Challenges:

- 1.
- 2.
- 3.

## List Your Professional Development Goals:

- 1.
- 2.
- 3.

Explore <https://naaweb.org/naa22-convention> to stay up-to-date on keynote speakers and key deadlines for registration and accommodations. We'll have information about NAA22 sessions available on our website in January 2022.

## Identify educational sessions, special networking events, daily keynotes, and an interactive Learning Expo that would be beneficial to attend.

- 1.
- 2.
- 3.

## STEP 2: PUT TOGETHER A BUDGET

ITEM	COST
<b>Convention Registration</b> (For rates, see the <a href="#">pricing page</a> )	\$
<b>Travel</b> (Airfare, train, or driving mileage)	\$
<b>Hotel Accommodations</b> (Discounted with Convention hotel block)	\$
<b>Local Transportation</b> (Ex: rideshare from the airport, travel in Las Vegas, NV)	\$
<b>Per Diem/Meals</b> (For meals not provided by Convention)	\$
Total Cost of Attendance	\$

**Hotel room rate applies to the Caesars Palace Las Vegas Hotel and Casino, 3570 Las Vegas Blvd South Las Vegas, NV 89109. Please register using this link: [NAA22 Convention Hotel Block](#). You may also use our group code or reference: SCNAA2. Reservations in the block at the NAA group rate must be made by February 25, 2022.**

## STEP 3: PREPARE YOUR PITCH

Use the information you collected about participating in the convention to plug into this draft to present to your manager.

Dear [Name],

The 2021 National AfterSchool Association (NAA) Convention takes place March 20-23 in Las Vegas, Nevada. and I'm writing to express my interest in participating on behalf of [name your organization].

Convention offers more than 175 educational sessions, special networking events, daily keynotes, and an interactive Learning Expo—all designed to meet the needs of afterschool professionals and leaders. I estimate the overall cost of attending as \$[insert], but the knowledge and resources I'll gain access to, as well as the connections I will make to broaden our network, are invaluable.

Upon my return, I plan to present what I learn to key staff so they too can benefit. I aim to gain more insight into the key questions and challenges faced by the organization including:

- [Fill organizational priorities/challenges identified in Step 1]
- [Ex: How can we better incorporate social-emotional learning?]
- [Ex: How can we improve our grant writing competencies to secure additional funders or find new avenues for funding?]

If there are other topics you would like for me to focus on, I'm happy to share the program content with you so together we can plan how to maximize my time and our investment.

Thank you for considering this opportunity!

Sincerely,  
[Your Name]