



YOU.US.ALL.

TOGETHER WE SHINE

NAA23 ▶ March 19-22, 2023 ▶ Orlando, FL

MAKE THE CASE

TO PARTICIPATE IN NAA 2023 CONVENTION

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 Orlando, Florida for NAA23.

STEP 1: DO YOUR HOMEWORK

List Your Organization's Top Priorities and Challenges:

- 1.
- 2.
- 3.

List Your Professional Development Goals:

- 1.
- 2.
- 3.

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
Convention Registration (See current pricing here)	\$
Travel (airfare, train, mileage)	\$
Hotel accommodation (discounted with hotel block)	\$
Local transportation (rideshare from airport, etc.)	\$
Per Diem/Meals (for meals not provided by Convention)	\$
Total Cost of Attendance	\$

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 (_____),

The 2023 National AfterSchool Association (NAA) Convention takes place March 19-22 in Orlando, FL, 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 me to focus on, I'm happy to share the program content with you so that we can plan how to maximize my time and our investment.

Thank you for considering this opportunity!

Sincerely,
[Your Name]