



Communications ToolKit

Dear Partner,

Thank you for helping promote VPOST's 10th Annual Conference, Rise Up and Shine! We are looking forward to this milestone year and believe it will be our best year yet! We believe that when we support the professionalism, knowledge and connectedness of those that work with youth, everyone benefits.

No matter your involvement in the conference, we have a simple and easy way for you to help us spread the word about this unique opportunity to bring the Virginia's out-of-school time community together. If you're presenting a workshop, let folks know that you will be there and encourage them to attend your session. If you will have a booth in our exhibit hall, tell people why they should stop by and see you. For our kind sponsors, we encourage you to boast your generosity and inform your followers how VPOST's mission aligns with your corporate or organizational values and goals. And for all other out-of-school time champions who know the power of afterschool and summer learning programs to transform the lives of youth, we appreciate you helping us promote our event.

In this toolkit you will find:

- Facebook and Twitter content, including graphics
- Newsletter content for your listserv
- General Promo Flyer

Thank you again for your support and involvement in Rise Up and Shine. We look forward to seeing you in Williamsburg this September!

In Partnership,

Blaire Denson and Christine Jones-Monaccio

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Rise Up and Shine at a Glance

Date and Time: September 30, 2019, 8:00-5:00

Location: The Williamsburg Lodge, 310, South England Street, Williamsburg, VA, 23185

Lodging: Rooms are blocked at the event venue at a discounted rate and are available at <http://bit.ly/RUASLodging>.

Who Should Attend: Afterschool/Summer Learning Programs, Schools, Community Centers, Libraries, Parks & Recreation Departments, Faith-Based Programs, Early Childhood/Childcare Leaders, Non-profit Organizations and Business Partners.

Highlights:

- Keynote Speaker Chic Thompson, Author, CEO and Public Speaker
- Workshops diving into STEM, Trauma-Informed Leadership, Social Emotional Learning, Afterschool Hunger and Cooking, Project-Based Learning, Staff Retention, Youth Voice, Service-Learning, and more.
- A robust exhibit hall featuring vendors and services.
- Every attendee receives a children's book bundle, courtesy of The SOHO Center, valued at over \$500.00.
- A chance to win a registration coupon for the National Afterschool Association 2020 Conference in Washington DC.
- Discount coupons to area attractions
- Networking with professional peers from all across the Commonwealth.

Social Media Samples

When posting, please use the hashtag **#ShineOnVaOST** or tag us, [@VirginiaPartnershipForOutOfSchoolTime](https://www.facebook.com/VirginiaPartnershipForOutOfSchoolTime) on Facebook and [@VPOST4VAKids](https://twitter.com/VPOST4VAKids) on Twitter. To get the graphics, follow the link and simply right click on the image and "save as", to save a copy. The short link for our conference information and registration is: <http://bit.ly/riseupandshineconferencereg>

Facebook

General

- We're/I'm so excited to join hundreds of out-of-school time educators in beautiful Williamsburg, VA for [@VirginiaPartnershipForOutOfSchoolTime](https://www.facebook.com/VirginiaPartnershipForOutOfSchoolTime) 2019 Conference, Rise Up and Shine! #ShineOnVaOST
- Join me at the 2019 Rise Up and Shine Conference, created just for Virginia's Afterschool and Summer Learning Educators. Registration can be found here: <http://bit.ly/riseupandshineconferencereg> #ShineOnVAOST

[I'm Attending Graphic](#)

Presenters

- I'm thrilled to be presenting at [@VirginiaPartnershipForOutOfSchoolTime](https://www.facebook.com/VirginiaPartnershipForOutOfSchoolTime) 2019 Conference, Rise Up and Shine! Join my session there to learn about *[insert topic]*. <http://bit.ly/riseupandshineconferencereg>
- Calling all afterschool and summer learning educators and youth advocates! Come hear me present at Rise Up and Shine Conference to learn all about *[insert topic]*. Register at: <http://bit.ly/riseupandshineconferencereg> #ShineOnVaOST

[We're Presenting Graphic](#) [I'm Presenting Graphic](#)

Exhibitors

- Want to learn more about how you can use *[your company/organization name]* *[product or service]* to help the kids you work with? We'll be in Williamsburg, VA on September 30th *[action- demoing our product, answering questions, giving away free passes, etc]* at Rise Up and Shine, [@VirginiaPartnershipForOutOfSchoolTime](https://www.facebook.com/VirginiaPartnershipForOutOfSchoolTime)'s 2019 Conference. Come by and see us! <http://bit.ly/riseupandshineconferencereg> #ShineOnVaOST

[We're Exhibiting Graphic](#) [I'm Exhibiting Graphic](#)

Sponsors

- *[Your company/organization name]* is a proud sponsor of the 2019 Rise Up and Shine Conference for Virginia's Out-of-School Time Community! #ShineOnVAOST [@VirginiaPartnershipForOutOfSchoolTime](https://www.facebook.com/VirginiaPartnershipForOutOfSchoolTime)
- We're excited *[company/organization]* is sponsoring the 2019 Rise Up and Shine Conference! We believe in the power of out-of-school time programs to change the lives of youth. We hope you'll join us there and #ShineOnVAOST <http://bit.ly/riseupandshineconferencereg>

[We're Sponsoring Graphic](#)

Twitter

General

- I can't wait to join hundreds of out-of-school time educators on 9.30.19 in Williamsburg, VA for [@VPOST4VAKids](#) 2019 Conference, Rise Up and Shine! #ShineOnVaOST <http://bit.ly/riseupandshineconferencereg>
- Join me in Sept. at the only state-wide conference made for all of Va's Afterschool and Summer Learning Professionals, [@VPOST4VAKids](#) 2019 Conference, Rise Up and Shine! Info here: <http://bit.ly/riseupandshineconferencereg> #ShineOnVAOST
- I'm kicking off my school-year right by attending [@VPOST4VAKids](#) 2019 Conference, Rise Up and Shine! Info here: <http://bit.ly/riseupandshineconferencereg> #ShineOnVAOST

[I'm Attending Graphic](#)

Presenters

- I'm proud to be presenting at [@VPOST4VAKids](#) 2019 Conference, Rise Up and Shine! Join my session there to learn about *[insert topic]*. <http://bit.ly/riseupandshineconferencereg>
- I'm shining a light on *[insert topic]* and how it affects the OST community at [@VPOST4VAKids](#) 2019 Conference, Rise Up and Shine in September. Registration now open: <http://bit.ly/riseupandshineconferencereg> #ShineOnVaOST

[We're Presenting Graphic](#) [I'm Presenting Graphic](#)

Exhibitors

- Learn more about how you can use *[your company/organization name]* *[product or service]* in OST programs. We are *[action- demoing our product, answering questions, giving away free passes, etc]* at Rise Up and Shine, [@VPOST4VAKids](#) Conference.

[We're Exhibiting Graphic](#) [I'm Exhibiting Graphic](#)

Sponsors

- *[Your company/organization name]* is a proud sponsor of the 2019 Rise Up and Shine Conference for Virginia's Out-of-School Time Community! #ShineOnVAOST [@VPOST4VAKids](#)
- We're excited *[company/organization]* is sponsoring the 2019 Rise Up and Shine Conference! We believe in the power of out-of-school time programs to change the lives of youth. We hope you'll join us there and #ShineOnVAOST <http://bit.ly/riseupandshineconferencereg>

[We're sponsoring](#)

Newsletters

General

Rise Up and Shine, VPOST's Annual Conference: September 30, 2019, Williamsburg, VA

Attend the only state-wide conference made for all of Virginia's professional out-of-school time community. Rise Up and Shine, The Virginia Partnership for Out-of-School Time's 10th Annual Conference will be on September 30, 2019 in Williamsburg, VA. Presentations on Trauma-Informed Leadership, Social Emotional Learning, Afterschool Hunger and Nutrition, STEM, Project-Based Learning and Creativity and Innovation are just some of the topics you'll hear about. All attendees will receive a book bundle, valued at over \$500, courtesy of SOHO center, as well as the opportunity to win prizes. Learn more about the conference and register at:

<http://bit.ly/riseupandshineconferencereg>

Invest in Your Professional Development at Rise Up and Shine, VPOST's 10th Annual Conference: September 30, 2019, Williamsburg, VA

Just like afterschool programs, fun and learning don't have to be mutually exclusive. Invest in your professional development at the 2019 Rise Up and Shine Conference. On September 30, 2019 in Williamsburg, VA join your professional peers in a day jam-packed with learning, best practices, strategies, networking and FUN. Learn more and register at: <http://bit.ly/riseupandshineconferencereg>

Presenters

We're Proud to be Presenting VPOST's 2019 Conference, Rise Up and Shine!

Join us at Virginia Partnership for Out-of-School Time's 2019 Conference in Williamsburg, VA on September 30, 2019, where will be diving deep on *[insert topic]*. Learn how you can take this knowledge and apply it to your youth program, while connecting with your professional peers. We hope to see you there! For more information and to register visit <http://bit.ly/riseupandshineconferencereg>.

Exhibitors

Come See As at Rise Up and Shine, VPOST's 10th Annual Conference in September!

Stop by our exhibit booth at Virginia Partnership for Out-of-School Time's 2019 Conference in Williamsburg, VA on September 30, 2019. We'll be *[action- demoing our product, giving away samples, etc.]*. Come see how we can help you kick off the school-year right! For more information and to register, visit <http://bit.ly/riseupandshineconferencereg>.

Sponsors

We're Proud to be Sponsoring the 2019 Rise Up and Shine Conference!

We're proud to be sponsoring Virginia Partnership for Out-of-School Time's 2019 Conference, Rise Up and Shine, in Williamsburg, VA on September 30, 2019. *[Company Name]* is committed to *[corporate value or philanthropic goal: i.e. investing in our community]* and believes in the power of out-of-school time programs to transform the lives of youth. Come *[action- hear us speak, visit our booth etc.]*. For more information and to register, visit <http://bit.ly/riseupandshineconferencereg>



Rise Up *and* Shine

VPOST 10th Annual Conference
September 30, 2019. Williamsburg Lodge. Williamsburg, VA

Highlights Include



Free for every
attendee,
SOHO Center
Book Bundles
Valued at over \$500



Keynote Speaker,
Chic Thompson
Author, Inspirational
Speaker, Founder
WagiLabs



A chance to win
Registration Coupons
for the National
Afterschool Association
2020 Conference
in Washington DC

Workshops Diving Into

- STEM
- Trauma-Informed Leadership
- Social Emotional Learning
- Arts and Literature
- Nutrition and Afterschool Hunger
- Youth Leadership and Voice
- Service Learning
- Project Based Learning
- Staff Recruitment and Retention and more!

Register Today!

<http://bit.ly/riseupandshineconferencereg>