

how

to increase
the reach of
your Let's Go!
efforts

This section is for any Let's Go! site champion or team interested in increasing the reach of their Let's Go! efforts by engaging the leadership of their larger organization.

Bolded items mean there is a supporting handout for this idea!

1. Introduce the Let's Go! program to your organization's leadership (this may be a person, a team, or a board):

Provide an overview of Let's Go! by sharing the following handouts found in the 'Step 1: Engage' tab of this toolkit:

- **5-2-1-0 Out-of-School Program Overview**
- **Scientific Rationale for the 5-2-1-0 Message**
- **Let's Go! 10 Strategies for Success**

Present the benefits of participating with Let's Go! as an organization and suggestions for how organizations can get involved by sharing the following handouts:

- **Benefits of Organization-Wide Participation with Let's Go!**
- **How Organizations Can Participate with Let's Go!**

Feel free to share any other resources from the toolkit that you think would be important to your organization! You may even want to share a list of the healthy eating and physical activity improvements your program has made since it became a Let's Go! site.

2. Show organizational leadership what Let's Go! is all about:

Offer to present the **Let's Go! Program: We want you on board!** presentation at an upcoming leadership meeting, board meeting, or to another decision-making group within the organization. You could also send the presentation as an attachment in an email by going to our website and downloading the slides from the Out-of-School toolkit: <http://www.lets-go.org/toolkits/oos-toolkits/>.

3. Guide the organization to take action:

Once your organizations' leadership has learned about Let's Go!, they may be ready to take the next step! Introduce them to your local Let's Go! Coordinator, who will assist them in deciding how to get involved and what next steps to take.

NOTE: If you do not have a local Let's Go! Coordinator, you may offer this assistance yourself.

Tips for engaging your organization’s leadership team:

- Use personal relationships to connect.
- Request to meet in-person if possible. Otherwise, write a letter or email.
- Share materials in hard copy if possible. Otherwise, attach them to an email.
- Start where you can—you may not get a meeting with your organization’s director right away, but you can talk to your supervisor or manager.
- Keep your local Let’s Go! Coordinator in the loop. They are here to help!

If you plan to present the **Let’s Go! Program: We want you on board!** presentation:

- Review the slides and notes carefully.
- Tailor the presentation based on your program and audience.
- Practice, practice, practice!