



WASHINGTON, DC
DREAM
DARE  DO
NAA26  MARCH 11-14

MAKE THE 
CASE

to participate in
NAA26 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 Washington, D.C. for NAA26.

Step 1: Do your homework

List your organization's or program's top priorities and challenges:

1.

2.

3.

List your professional development goals:

1.

2.

3.

Identify beneficial opportunities (educational session topics, networking events, general sessions, and interactive Learning Expo):

1.

2.

3.

Step 2: Put together a budget

ITEM

COST

Convention Registration
([see current pricing here](#))

\$

Travel
(airfare, train, mileage)

\$

Hotel Accommodation:
\$273/night + taxes and fees
([see hotel block information here](#))

\$

Local Transportation
(rideshare from airport, etc.)

\$

Per Diem/Meals for meals not provided by Convention
(Registration includes one networking reception, two lunches, and one continental breakfast)

\$

TOTAL COST

\$

Step 3: Prepare your pitch

Use the information you collected about participating in the convention to plug into this draft and present for approval.

Dear [_____],

The 2026 National AfterSchool Association (NAA) Convention takes place March 11-14 in Washington, D.C., and I'm writing to express my interest in participating on behalf of *[name your organization or program]*.

Convention offers more than 150 educational sessions, special networking events, informative and inspirational general sessions, and an interactive Learning Expo — all designed to meet the needs of OST 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 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]