

# **APOPKA FAMILY LEARNING CENTER**

## **Talking Points**

Everything you need to know to talk about AFLC in any situation

Prepared by Tom Hackim # 1 September 2011

The information that begins on page two comprises what you need to know about AFLC. These are **Talking Points** and the **big key messages** are in a **BORDER** - like this one. Always try to test against this and let us know the results.

How you speak about AFLC must fit how you personally speak, otherwise it may sound as if you are reading from a script. The objective is to sound authentic and speak from your heart. However, you will need a good and SHORT opening script to establish immediate rapport. The opening script will help people to pay attention and thus move forward.

**80% of everything... the fundamentals you say and objections you hear and respond to... are always the same.** So be prepared to handle the 80% and relax. Stay on message with these **Talking Points** and **big key messages**, as they will become part of the on-going AFLC marketing dialogue. Again – please do keep in touch!

**This document follows 5 steps to craft your AFLC communication.**

***It is about the Magic of Focus.***

- 1) **The Lead-In** (The Opening Salvo) (very short PAGE 2)– **A FEW SENTENCES** (less is more) that sets up the entire conversation to spark interest **because it is so basic, obvious, simple and bottom-line that it is understood fully.** *A dragon has to be slain = a problem being solved with the listener as a participant in the solution to the problem.* This is the fewest amount of words, but the most important. Listed on page 2 is **one simple and big global problem** that AFLC works to solve. If you pick a different problem, please let us know what it is in writing so we can update everyone.
- 2) **What makes AFLC different** (lengthy PAGES 3 – 6)
  - **WHAT** are the unique benefits about AFLC that differentiates us from the competition and offers immediate attention to the solution of the problem? This should make the prospect pay attention as in “*tell me more*” – AFLC really is different.
  - **Why we do what we do – that makes AFLC different** (short PAGE 7)
    - **WHY - This is our VALUE PROPOSITION** and the key point. Steve Jobs of Apple says - “People don’t care WHAT you do – they care **WHY** you do it!”
- 3) **Proof** – **Statistics of success of the kids** via Public School Grades that validates **WHAT** and **WHY** of AFLC. **Statistics of the campus.** (PAGES 8 & 9)
- 4) **Engagement** – “**Guardian Education Angel Program**” and open-ended questions to assess short or long-term interest. Remember, this a process which begins small but can get big. (PAGE 10)
- 5) **A Call to Action** - how they can help AFLC with time, talent and treasure. (All three) **You are fully on your own on this one!!**

**NOTE:** Your conversation must be:

- **Simple/short/ crisp and always try to ask questions while speaking.**
- A **narrow focus** leads to a wider and high yield message with a few themes.
- So **compelling** that the prospect stops and listens and thinks AFLC is different.
- **Easy to memorize** and customizable (cut & paste) to different situations,
- **Quantifiable and provable** – when the prospect says, “I don’t believe you”.
- Always about the prospect as part of a solution.

- What you say needs to be so simple it gets repeated at the water cooler or over the fence to your neighbor.

**Put yourself in the Prospects shoes as they think –  
WIIFM (What Is In It For Me?)**

1) The Lead-In

- **{PROBLEM being solved is the opening statement}**  
**It sure is tough being a kid these days!**

- Prospect: Yes, it is!
- **Times have sure changed. A whole lot different from when “I/WE” were growing up! Being a kid was fun back then.**
  - (Maybe/maybe not – you decide)
- Prospect: Yes, life sure has changed for kids these days.

- **{PROBLEM} Imagine being a POOR kid, today! Wow! That is even tougher!**

- **(And the only one in your family speaking English)**
  - (Use above line at your discretion)
- **I really feel very sorry for the POOR kids today. Don't you?**
- Prospect: It's hard not to feel sorry.
- **{PROBLEM} “No Respect! The poor kids get no respect”**
- **Some things never change - do they? It must be ‘human nature’.**
- Prospect: They always stay the same.
- **{SOLUTION is AFLC} However, “Hope springs eternal” at The Apopka Family Learning Center.**
- Prospect: How so? Really? What is that? Etc...

*Hope springs eternal in the human breast;  
Man never Is, but always To be blest:  
The soul, uneasy and confin'd from home,  
Rest and expiates in a life to come,*

*Alexander Pope,  
An Essay on Man, Epistle I, 1733*

- 2) What / Why of AFLC as a unique resource

### WHAT is Apopka Family Learning Center?

“Hope Springs Eternal” because...

1) AFLC is a... one of a kind “After School Program” in Apopka, FL – north Orange County.

2) AFLC is... UNIQUE because we **NEVER** throw anyone a Fish. AFLC teaches everyone to **FISH in the deepest water!** (life skills)

3) AFLC is a... “A Home away from home” where the kids are safe. They know it and so do the Dad’s and Mom’s.

Summary 1-3: AFLC is one of a kind, teaches life skills and is a safe place.

4) First we teach SELF-MOTIVATION - a life lesson.

5) Then we encourage and inspire the kids to HOPE and to DREAM BIG – really BIG – super BIG!

5) Followed by individualized tutoring to help improve English, reading, writing and math skills (where needed).

6) **WHY** - To STUDY and WORK HARD in order to get GREAT GRADES IN PUBLIC SCHOOLS.

7) Finally, **AFLC** is a **FAMILY AFFAIR**, so we work with the Dad’s and Mom’s in critical life skills areas for the family.

This is **WHAT** AFLC does day in and day out

~ for 34 years and counting ~

- Funded by people just like you.
- M-F/Kindergarden – 8<sup>TH</sup> Grade/ 3:30 – 6:00 PM & Summer School etc with 130 kids this year.
  - Students are required to attend every day. No drop in/drop out at student’s discretion.
  - Parents are required to pick the kids up after they are done studying.
  - Safety is a big issue. AFLC is a very safe place.
  - Parents are asked to pay \$300 annually for each child. They have to buy into the program.
- BTW - do you have any children (grandchildren – nieces – nephews – neighbor kids – God children)?
- Prospect: Yes, I do.
- Then you know that you have to start motivating them while they are young. So much peer pressure these days.
- Prospect: That is for sure – start to teach while they are young.
- Imagine not giving (your child, grandchild etc) the chance to **HOPE** and **DREAM BIG.**

- For these poor kids - Thank goodness for AFLC! Hope springs eternal in Apopka, Florida.
- Prospect: Yes, that is for sure.
- **{Easing gently into a SOLUTION – w/ listener as a part of the solution}**
- Have you ever visited (volunteered for) AFLC “after school program”?
- Prospect: Yes / No – decide how to proceed depending on Yes / No.
  - If you HAVE visited AFLC - then you already know what makes AFLC so special...
  - If you HAVE NOT visited AFLC – then you will be amazed to know what makes AFLC so special...

• **It is this - “SILENCE IS GOLDEN”**. When you walk in the front doors you would never know that 130 plus kids are **STUDYING** and **Dreaming Big** about their future? And they have been studying in school all day! I am always AMAZED at how QUIET it is!

• This is how AFLC spells ~ **SUCCESS** and we have statistics to prove what we do is working both for the kids and their family!

- Prospect: Really? Tell me more // Yes, I do remember when I visited.
- Well, the kids are very motivated to study after school.
- **No other option is even available to the kids. NONE!**
- Prospect: Really? ARE YOU SERIOUS? What is your secret?
- But they are kids – and they would rather be out playing. Wouldn’t you? I would if I were a kid having studied all day.
- Prospect: Can’t blame them for that.

• **No secret to the success. AFLC took what has worked forever – in all times. For 34 years and counting – AFLC follows just one simple rule to guide our unique “After School Program”.**

• **The Old Fashioned ~ Old School VALUE of “NO PAIN – NO GAIN”**. This is about the **VALUE of 100% hard work**.

• **This is the Core Value that guides AFLC. This is YOUR values and YOUR parents and grandparents values. This is not rocket science. It is simple Human Nature!**

- **“NO PAIN – NO GAIN”** – without this - whether rich or poor – **no child has much of a chance to succeed today – DO THEY?**
- Prospect: No, not really!
- **Yep, simple old fashioned/old school “NO PAIN – NO GAIN”.** **I remember that. Do you?**
- Prospect: Just like when we were growing up!

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| <ul style="list-style-type: none"> <li>○ <b><u>Exactly – with “NO PAIN – NO GAIN”.</u></b> This is what the AFLC “after school program” is <b><u>NOT...</u></b></li> <li>○ <b><u>Not day care</u></b></li> <li>○ <b><u>Not endless recess</u></b></li> <li>○ <b><u>Not sleep time</u></b></li> <li>○ <b><u>Not computer games</u></b></li> <li>○ <b><u>Not fun and games</u></b> – but with good grades a short recess.</li> <li>○ <b><u>No texting</u></b></li> <li>○ <b><u>No phone calls</u></b></li> <li>○ <b><u>No Smart phones in a kids hand</u></b></li> <li>○ <b><u>No bullying – no bad boys and no bad girls are tolerated!</u></b></li> <li>○ <b><u>No bad attitudes</u></b></li> <li>○ <b><u>No drugs or alcohol</u></b></li> <li>○ <b><u>No Smart Mouth or Bad Language</u></b></li> </ul> |
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- **Good old-fashioned discipline – and teachers with ‘*Eyes in the back of their heads*’ – that’s what NO PAIN / NO GAIN looks like. Would you like to come for a tour and see more?**
- **Over 3000 kids in 34 years – have been given the chance to HOPE and DREAM BIG and to believe they can grow up to be:**
  - **President of the United States of America**
  - **Write the great American novel**
  - **Discover the cure for cancer**
  - **Travel the world**
  - **Make a difference here or anywhere**
  - **Be an entertainer – dancer – artist – poet – philosopher – religious leader – politician – business leader**
  - **The best Dad and Mom in the world**
  - **To know the world is theirs... and to continue to DREAM BIG and pass the gift on to their kids and grandchildren**

- **AFLC is a “*Family Affair*” with the kids helping Dad & Mom into AFLC’s many adult programs!**
- **Can you imagine that? The kids helping Dad & Mom?**
- Prospect: That seems almost unbelievable.

- **All parents participated in monthly Parenting Education Classes**
- 70% of the parents participated in a personal development class
- Several families devoted more than 30 hours of volunteers service

**The range of FAMILY Centered Classes include...**

- **Financial Literacy Classes:**
  - Apply basic money management skills
  - Open a checking & savings accounts
  - Avoid financial pitfalls & Credit Card debt
  - Establish family financial goals
  - Create a savings plan to save for family emergencies
- **Family Literacy Classes:**
  - Motivate children to read
  - Emphasize phonics (to teach reading by correlating sounds or groups of letters in an alphabetic writing system)
  - Teach parents to help their children build literacy and vocabulary skills
  - Discuss AFLC curriculum, assessments, report cards and standard grade level skills
  - Help families make good decisions about their future
  - Teaching of English as a second language
- **Nurturing Families Classes**
  - Teachers lead personal discussions with parents and their children that include sensitive topics:
    - Family morals and values
    - Behavior management
    - Empathy and self-awareness
    - Drug and alcohol abuse
    - Anger management
    - Physical, verbal and emotional abuse
- **Social Services**
  - Free Translation
  - Notary Services
  - Completing food stamps forms and public assistance
  - And advocacy and financial assistance

## WHY of AFLC – Why we do what we do...

- For the kids to have any chance to realize their **HOPES** and **DREAMS**, AFLC knows the kids have to get **GREAT GRADES IN PUBLIC SCHOOL**, so they have the potential to go to college.
- *That is Why we do – what we do...* **NO PAIN – NO GAIN** - day in and day out is a life long journey and it begins with **GREAT GRADES IN PUBLIC SCHOOLS**. Without this – the poor kids can't begin to compete. It is that simple.
- AFLC “After School Program” nurtures the kids to believe in themselves and instills a sense of pride and self worth... (**WHY**) – to understand they can work to be the person they **DREAM** of being.
- It starts with **GREAT GRADES IN PUBLIC SCHOOLS**.
- **HOPES** and **DREAMS** are contagious - and work it way down to a **NURTURING family** on its own energy.

- **This is about teaching the kids to FISH isn't it?**
- Prospect: Yes, it sure is. Give them a fish or teach them to fish.
- **Yes, hook, line and sinker! This is most important – isn't it?**
- Prospect: Yes, very important.

3) Statistics - Proof of AFLC Success from the 2010 – 2011 School Year

- **Over 3000 kids in 34 years**
- Today, 130 kids from 8 Orange County Public Schools

- **13% earned a 4.0**
- **41% earned a 3.0 or higher**

- 92% of students passed 2010 FCAT exam
- 88% passed the 2011 Math FCAT
- 72% passed the 2011 Reading FCAT
- 35% increased their Reading grade by one whole letter grade or more
- 35% increased their Math grade by one whole letter grade or more
- All the kids had the opportunity to participate in Girl Scouts and Boy Scouts, which provided leadership and specialized programs in science, math and technology.

3) The physical campus of The Apopka Family Learning Center is...

- **Debt Free!**
- **AFLC building is 7,200 square feet** consisting of a large reception area, large office for 8 teachers, private office for CEO and Development office, kitchen, 6 separate classrooms, library, large central gathering room with state of the art video equipment.
- Plenty of paved blacktop parking is available.
- Huge “Jungle Jim Play Ground” area and picnic area for cook outs.
- Regulation size Soccer Field
- A minibus seats 20 students and a mini-van can seats 16 students. We drive to the 8 Public schools to pick up the kids for the after school program.
- **6 total acres of land comprise the AFLC campus.** The entire property is fenced-in by a metal 10-foot high fence.

- **AFLC dedicated the last 1.8 acres of land** that completes the campus footprint in March 2011 in a *Land of Dreams Ceremony*. This dream was realized thanks to the continued generosity of the Matthias Foundation. They continue to invest in AFLC because of the creativity and follow-through of the specific services we provide to the community.

- **The Board of Directors will begin a process to discern how this land shall be utilized to the fullest.** Once a plan has been established, a capital campaign will be unveiled. The option to build a profitable and self-sustaining community center has resurfaced in casual conversation.

- If you happen to know of any organization that needs Meeting Room SPACE to RENT from the hours of 8 AM – 2 PM – please ask around and let me know.

- **Computers** - donations of 20 new laptops and 20 refurbished computers. The refurbished computers, along with the original ones from the lab, were dispersed throughout the building into the 3-8th grade classrooms. We have a children’s computer with interactive software in each of the Kindergarten and 1st grade classrooms. The adults in the English as a Second Language class utilize the laptops.

4) Engagement – Open-ended question to assess short or long-term interest

- **To DREAM about some “GUARDIAN EDUCATION ANGEL” out there – somewhere. I believe I had a Guardian Angel helping me. Did you?**
- Prospect: \_\_\_\_\_ (and now punt your response depending on answer).
- **Some of our AFLC graduates are in college now and some have graduated, too.**
- **These 3000 kids have had “Guardian Education Angels” helping them with time, talent & treasure**
- When you sponsor a child through “Guardian Education Angels” you’re not just creating a brighter future for one student – you’re helping the entire Central Florida community become stronger, better-educated and more economically independent
- Every year, AFLC provides academic enrichment activities for over 100 low income, at-risk students in Orange County. However, education comes at a price
- With an average cost of \$3,500 per year/per child, many students would not have the opportunity to be part of AFLC without the help of the many generous individuals and companies, that have donated to our student sponsorship campaign, “Guardian Education Angels”.
- The “Guardian Education Angels” program provides scholarships and supplies for the students.
- This school year a pen-pal program has connected 16 sponsors with students at AFLC. The children involved in the pen-pal program love being a reminder to the sponsors of their kind hearts. Once a month the children design a card and attach a note about interesting things that have been happening in their lives, as well as their progress at school. (Have one handy to show as a sample)
- Individuals, businesses and groups can sponsor a student in our program. If you would like more information about becoming an Education Angel, please contact: Melanie Curry at (407) 889-0100 X222.

## 5) A Call to Action - how they can help AFLC with time, talent and treasure?

You are on your own at this point!

### **ADDENDUM...**

#### **AFLC Sponsors – A Short List...**

##### **Corporations and Foundations:**

Andrew P. Caneza Foundation, Bank of America, Best Buy, Chase Bank, Chesley G. Magruder Foundation, Coldwell Banker Foundation, Douglas Halliday Foundation, Edyth Bush Charitable Foundation, Galloway Foundation, IBM, Margaret McCartney, The Matthias Foundation, Inc, Orlando Sentinel Family Fund- a fund of the McCormick Foundation, P. Parks Williams Foundation, Porticus North American Foundation, Publix Super Markets Charities, SunTrust Bank, Target, Wachovia/Wells Fargo Foundation, Wal-Mart

##### **Government Sources:**

Orange County Citizens' Review Panel

##### **Additional funding is provided by:**

Heart of Florida United Way, Department of Health and Human Services Administration for Children and Families c/o University of Central Florida

#### **A short history of The Apopka Family Learning Center**

In 1977, the 'Justice & Peace Office' was founded in Apopka, Florida by Sr Teresa McElwee, S.N.D. de N (Sisters of Notre Dame de Namur). It was a small fledgling community based organization. The population of Apopka was around 4,000 people. In 2008, the Board of Directors changed the name to The Apopka Family Learning Center to more clearly describe what its mission was.

This religious orders website for The Sisters of Notre Dame de Namur describes these women called to a sacramental life as "**Women With Hearts as Wide as the World**". That describes Sr Teresa perfectly.

From the beginning, the collective energy and creativity of all has worked to have hearts as wide as the world. All that we have done - and still do - is carry on with **hearts as big as the world**.

In 1977, the Mission Statement of *The Justice & Peace Office* was "*In response to the Word of God, we the members of The Justice and Peace Office, engage with others to effect justice and peace in our world. We are committed to understand the social injustices and to direct our corporate efforts toward the empowerment of people to take action for justice*".

In 2011, the Mission Statement of **The Apopka Family Learning Center** is "*The creation of a unique, educational environment of hope and encouragement for lifetime learning. The AFLC helps families address vital issues of education, literacy, parenting skills, health care and money management. AFLC builds strong families one day at a time.*"

The article below from January 2008 in The Orlando Sentinel describes "The 4 Nuns from Apopka" as "Citizens of the Year. Sr Teresa McElwee is one of the four nuns who came here and stayed. The headline is "**4 sisters champion the poor with kindness, compassion, relentless resolve**". The article describes the mission of the nuns as a labor of love and paid for by car washes and bake sales. The rest is history.

<http://media.trb.com/media/acrobat/2010-01/51490380.pdf>

In June 2006, the 4 Nuns from Apopka were awarded Honorary Doctorate Degrees from Rollins College in Winter Park, Florida as a testament to their years of service and dedication. Before that, Amnesty International recognized them for a lifetime of humanitarianism.

## AFLC Staff Bios

### **Ellen O'Connor- Chief Executive Officer**

BS in Marketing, University of Florida  
20 years corporate marketing experience with Tribune Company and Cox Communications  
Continuing Education at Rollins College Philanthropy and Nonprofit Leadership Center  
2.5 years at AFLC

### **Mylitza Woodson- Program Director**

Studied Social Work, International Institute of Metropolitan St. Louis, Missouri  
16 years at AFLC

### **Melanie Curry- Director of Development**

BA in English, University of Pittsburgh  
Continuing Education at Rollins College Philanthropy and Nonprofit Leadership Center  
6 years at AFLC

### **Sr. Elizabeth Crean- Education Coordinator**

Juris Doctor, Northwestern California School of Law  
MA in American History, University of South Florida  
AS Paralegal/Legal Assistant, Seminole State College  
BA in History, Barry University  
1<sup>st</sup> year at AFLC

### **Wanda Padin- Office Assistant**

Certified in Quick Books  
4 years at AFLC

### **Israel Gonzales- Maintenance**

2 years at AFLC

### **Alejandra Garcia- Kindergarten Teacher**

AmeriCorps Volunteer  
Elementary Education Student at Seminole State College  
1<sup>st</sup> year at AFLC

### **Katie Ulrich- 1<sup>st</sup> Grade Teacher, Theatre Arts Teacher**

AmeriCorps Volunteer  
BA in Theatre Arts, minor in Media Communications, Ursinus College  
2<sup>nd</sup> year at AFLC

### **Emma Euclide- 2<sup>nd</sup> Grade Teacher**

AmeriCorps Volunteer  
BA in Spanish with minors in Biology, Environmental Studies & Philosophy, University of Wisconsin  
Lacrosse  
2<sup>nd</sup> year at AFLC

### **Lillian Diaz- 3<sup>rd</sup> Grade Teacher**

Public Allies Volunteer  
Masters in Guidance Counseling from University System Ana G. Mendez  
BA in Tourism and Associates in Education, University of Puerto Rico

### **Jordan Villanobos- 4<sup>th</sup> & 5<sup>th</sup> Grade Teacher**

AmeriCorps Volunteer  
BS in International Affairs, Rollins College  
1 year as Volunteer, 2 months as AFLC staff member

### **Beatrice Puebla- 6-8<sup>th</sup> Grade Teacher, Events Coordinator**

Certifications from Rollins College Philanthropy and Nonprofit Leadership Center  
10 years at AFLC