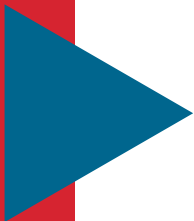




Tips for Effective Advocacy

1

**KEEP IT
SIMPLE**



Most issues can be explained. A position can be stated in just a few sentences.

Explain pros and/or cons of legislation (ETF budget, etc.) as it relates to your local school system. Give specific examples.



2

**KEEP IT
LOCAL**

3

**BE THE
“EDUCATOR”**



Remember, YOU are the subject matter expert. Tell YOUR story.

When everything is important, nothing is important. Don't inundate. Prioritize top 3 issues.



4

SET PRIORITIES

5

SPEAK UP



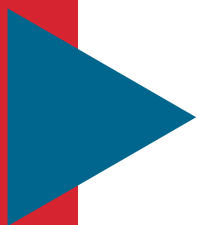
Be heard on key public education issues. Action or inaction matters.



Tips for Effective Advocacy

6

BE DIRECT



Be clear with specific requests. Ask for a position or action, i.e. vote "yes" or vote "no". Please amend, etc.

There is power in numbers. Remind legislators of education support or opposition on an issue.



7

JOIN FORCES

8

BE RESPECTFUL



ALWAYS be courteous and professional. In politics, there are no permanent friends and no permanent enemies.

Call, text, schedule a meeting. Invite elected officials to visit your local schools and showcase the positives. Address the challenges.



9

**BE THE POINT
OF CONTACT**

10

PUBLICIZE



Share on social media. Highlight legislator visits, votes, support and relationships with your local schools.