



FundEducationNow.org

6 Easy Steps to Advocacy

Take Action Now!

Leadership begins with one person. We all know it. Your decision to become an advocate makes you a leader. Our kids and the future of public education in our state need you to develop your skills and help others to become advocates.

Most of us are getting involved for the first time. By encouraging others in a non-partisan way to read our alerts, look at the news articles we post daily regarding the statewide crisis and participate in letter-writing and calling, you are providing a remarkable civics lesson to your entire community.

We are here to support you. Please contact us any time if you need help or want to talk about strategy.

Organizing Your School in 6 Easy Steps

1. Preparing your School for advocacy

- Find a friend: Identify parent- or teacher-leader(s) willing to work directly with you to help spearhead your grassroots efforts
- Speak at SAC, PTA, PTO and other parent groups to inform them about the education funding crisis
- Communicate with your Partners In Education, update them on the budget crisis and ask for their support as business leaders
- Identify a few parents and teachers who are available to talk with the media and are willing to write editorials.
- Talk with your principal about your plans, enlist their support and explain that media coverage could increase. Establish a spokesperson protocols for your group and school; make sure the front office knows who to call if a camera crew arrives.
- Write an article in your school newspaper to announce your new advocacy efforts, ask others to join you

2. **Collect a complete email and address list from parents and teachers at your school.** *This is the **most important thing that you will do.*** This is your lifeline to your families and it will allow you to communicate quickly in a green and economical way.

- Do this in a way that works for your school.
- Some schools use their SAC organization, PTA, PTO AND and some schools have their own directory.
- People who don't want to receive our emails may click "unsubscribe" to immediately be removed.
- We find that most people want to read about this issue and submit their friends to be added as well.
- Your list should also include your Partners in Education and other school supporters

3. **Regular emails to your parents and teachers.** FundEducationNow.org publishes regular email alerts for parents and teachers.

Let FundEducationNow.org manage your email list for you and send the alerts on your behalf.

The regular letters include a call to action, legislative links and inspire the following:

- powerful civics lesson for your students, parents and teachers
- knowledgeable group of education advocates, each have their own sphere of influence that includes relatives, neighbors, colleagues and friends
- permanent communication structure with voters – the most important group to a legislator
- gives our kids and our teachers a real voice. **Having this email structure in place puts muscle behind our efforts.**

4. **Become an expert, spread the word and inspire new advocates:**

- Get informed - use our [website](#) and others to educate yourself on the issues
- Use our [Legislative Tool Kit](#) to arm yourself
- Go to your [county page](#) and read the statistics
- Identify the yearly and combined budget cuts to your school in actual dollars
- Use social networking to educate, inform and organize (use our [twitter](#) and [facebook](#) pages)

At school:

- Ask to present updates on a regular basis to your school's PTA, PTO, SAC, and other parent-attended events.
- Raise awareness through rallies, events, petition drives, letter-writing campaigns. Be creative, there are unlimited options.
- Reach out to local businesses for support
- Network with other schools in the district, find out what was successful
- Hang a banner in front of your school (free artwork available at FundEducationNow.org)
- Ask your principal to post content regarding Florida's education funding crisis on your school website. Direct visitors to FundEducationNow.org for more information.

5. Get to know your Legislative delegation

- Visit members of your [state legislative delegation](#) at their district offices.
- Use our [Legislative Tool Kit](#) to discuss budget numbers/cuts in dollars and what they mean to your school.
- Take a small group of parents – there's strength in numbers
- Ask your principal or a few teachers to join you – they provide “real world” expertise
- Clearly discuss how many voters your school represents. The estimate should include actual voting parents, teachers, and their sphere of influence (for example a school with approximately 4,000 students translates into nearly 10 – 12,000 voters.)
- Invite your legislators to visit your school. Celebrate your successes and show them who they hurt when they don't properly fund public education.

6. Engage the Media

- Write letters to the editor at your local paper
- Submit to local weeklies as well
- Since this is a statewide issue, send to the [state wide list](#).
- Use our op-ed [writing tips](#)
- Get to know your local education writer(s), discuss the issue.
- Invite local media to your events and/or advise them of your activities
- Advise us if you get coverage and send a link so that we can share your success with all of the other advocates across the state