



HOW TO ... ENGAGE IN LEGISLATIVE ADVOCACY

LIVE WEBINAR – 2023/2024: 11/15/23

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Step 1.

Understand
Political Landscape

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Step 2.

Learn How to
Connect with
Elected Officials

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Step 3.

Develop your
Communication(s)
Plan

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Step 4.

Write and Share
your Story

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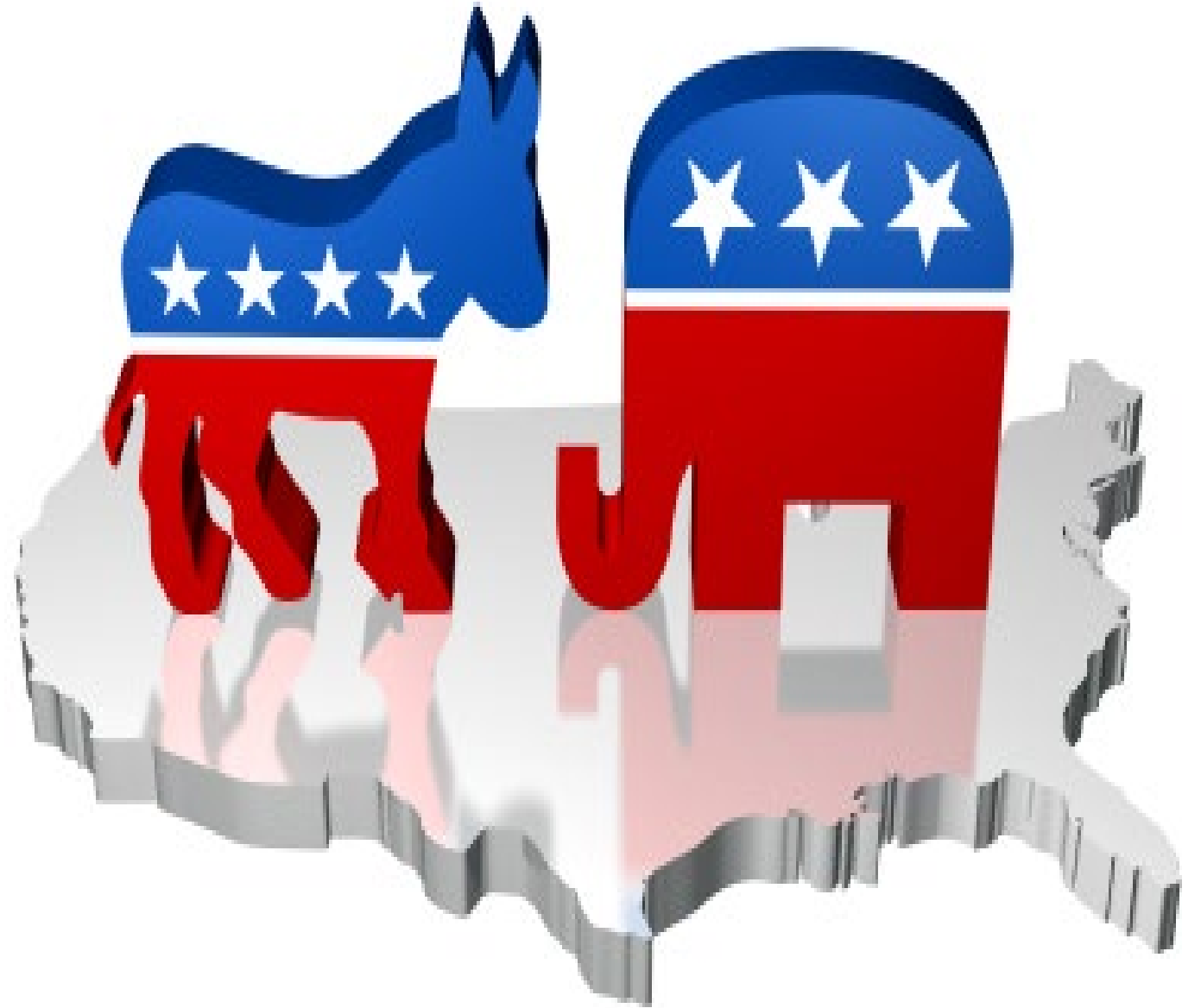
Step 5.

Engage your School
Community

FIVE STEPS TO ENGAGING IN LEGISLATIVE ADVOCACY

STEP I: UNDERSTAND POLITICAL LANDSCAPE

- Be aware but do not let actions or knowledge stifle your work!
- Connect with MAPSA
- Respond to relevant issues, intentionally and accordingly



STEP 2: CONNECT WITH ELECTED OFFICIALS

- [Know who they are](#)
- Understand “position” on relevant education (charter education) issues
- “Appoint” a board member to reach out, accordingly



STEP 3: DEVELOP COMMUNICATION(S) PLAN

- Make legislative advocacy a “standard” part of [communications plan](#)
- Ensure articulate and compelling messages
- Include school visit opportunities



STEP 4: WRITE AND SHARE YOUR STORY

- What is your story?
- Do not underestimate your value
- Highlight significant accomplishments



STEP 5: ENGAGE YOUR SCHOOL COMMUNITY

- Advocacy is not just the responsibility of the Board
- How and when can or should you engage your school community in advocacy?
- “Arm” community with right information and materials



“Charter schools play an important role in our country's education system. Supporting some of our Nation's underserved communities, they can ignite imagination and nourish the minds of America's young people while finding new ways of educating them and equipping them with the knowledge they need to succeed . . .”

Barack Obama
Presidential Proclamation
National Charter Schools Week - 2016





THANK YOU!

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