

## Quick Guide: K-12 Advocacy Checklist

- Understand important education reform terms, issues and facts.** The education landscape is constantly evolving; staying abreast of the current issues and terms is important for advocacy.
- Make it personal.** Including personal narratives in outreach not only creates transparency and authenticity in advocacy initiatives, but also adds additional nuances to policy debates.
- Assess the local climate and landscape.** Creating opportunities to hear from key stakeholders is important for advocacy work. Communities should not feel like education reform is being done to them, but with them.
- Launch a social media campaign.** Garnering support through social media is an effective tool for mobilizing people to action and spreading awareness about your cause.
- Build partnerships with local schools.** Relationships matter. Establishing partnerships with local schools is a great way to learn about school processes, help advocate on students' behalf and offer collaborative opportunities for students and staff.
- Expand community networks.** Networking and collaborating with individuals who are passionate about making positive changes in education is an excellent way to further your advocacy efforts.
- Host a community event.** Such events provide a space for dialogue about systemic K-12 issues and potential solutions.
- Engage with elected officials.** A key lever to enact change is through engagement with elected officials who have the authority to influence education legislation.
- Write an op-ed.** One way to elicit change and garner support across a broad spectrum is by writing an op-ed or letter to the editor.
- Share key resources.** There are lots of great educational resources available. Make an effort to share with parents, students and other community leaders.