

# Advocacy Toolkit:

How to be a Champion for NC Public Schools



Learn about  
specific issues



Contact your  
legislators



Spread the word



# Calling Legislators

## Before the Call

- Write down one or two talking points about why you support or oppose a particular bill. Know the bill number. (ex. H.B. \_)
- Consider how the bill would affect your family, school, or community.



## During the Call

- You will likely speak with a staff member. Be polite.
- Keep it short: introduce yourself and identify yourself as a constituent and briefly go through your talking points.
- Leave your contact information!  
Ask for a follow-up response.



# Call script

**After the staff member answering explains that your representative is not available but they would gladly take your message, use a script like this:**

**“Thank you, I appreciate your time. I’m calling because I strongly support HB 123, which restores funding for textbooks and instructional supplies. At my son’s school, the algebra teacher has only one set of books for three classes, and no one can take the books home. Textbooks are not a frill; they are essential for all students! I’m asking Rep. \_\_\_ to support this bill.”**

# Writing Legislators



**Similar to making a call, first identify yourself and why you are writing your email. Explain your position. Restate what you're asking the legislator to do and why.**

**The Resources section of this toolkit contains links to NCGA member emails.**

Dear Senator \_\_\_\_\_ ,

I am the parent of two elementary school students in your district and I am deeply concerned about cuts to teacher assistants in grades K-3.

Last year, my older son was in first grade. He and another student were behind grade level in math and reading. However, my son's teacher was able to send my son and his classmate off for special help every day because there was a teacher assistant in their classroom. Thanks to the work of those dedicated educators, both students finished the school year with math and reading skills at grade level. Without that additional help, they would not have been able to progress to second grade.

Teacher assistants are educators who play a vital role in the classroom. I hope you actively champion restoring budget cuts that removed teacher assistants from classrooms in grades K-3.

Signed, \_\_\_\_\_

# Sample Email Letter



# Social Media



**Use facts and anecdotes to make short, powerful posts on Facebook or Twitter. Share PSFNC posts on your timeline. Reach out to your legislators on Twitter.**

# Sample Tweets



Public Schools First NC  
@PS1NC

Sign our petition to tell the #NCGA to keep public dollars in public schools! [publicschoolsfirstnc.org/engage/sign-ou...](https://publicschoolsfirstnc.org/engage/sign-ou...) #nced #ncpol #publicEd



Public Schools First NC  
@PS1NC

NC offers no salary increase for earning a master's degree after 2013. We must reinstate master's pay! [ncleg.gov/BillLookUp/202...](https://ncleg.gov/BillLookUp/202...) #teacherpay #nced #ncga #ncpol



Public Schools First NC  
@PS1NC

Teachers hired after Jan. 1, 2021 will not be eligible for state health insurance when they retire. This makes it much harder to recruit teachers to the profession. #nced #teacherpay #ncpol #ncga

2021 NEW YEAR'S  
RESOLUTION FOR THE NCGA

Restore health benefits  
for future public  
education retirees.



# Letters to the Editor



**Letters to the Editor of your local newspaper can help inform the public about a particular issue.**

**Make your opening and ending compelling. Use facts and talking points from our website to help make your case. Focus on one issue and use a local example to illustrate your point. Keep your letter within the newspaper's word count limit.**



# Resources

Public Schools First NC Legislative Updates page:  
<https://www.publicschoolsfirstnc.org/legislative-updates/>

North Carolina General Assembly Website: <https://www.ncleg.gov/>

Find Your Legislators: <https://www.ncleg.gov/FindYourLegislators>

# Contact Us

Twitter: [@PS1NC](https://twitter.com/PS1NC)

Facebook: [Public Schools First NC](https://www.facebook.com/PublicSchoolsFirstNC)

Instagram: [@publicschoolsfirstnc](https://www.instagram.com/publicschoolsfirstnc)

Youtube: [PublicSchoolsFirstNC](https://www.youtube.com/PublicSchoolsFirstNC)

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