Dear Colleagues,

While AASA’s policy and advocacy team continues to work on your behalf on Capitol Hill and your state association does the same at the state level, your direct involvement in advocating for your own district is critical. This year’s election provides an opportunity for you to reach out to your legislators. You can now welcome the new members and help them learn about their role in your district’s success or congratulate the reelected legislators and help them understand why they should support your district in the next session. This toolkit provides resources to help you reach out and provide legislators with information on several key topics related to public education. Please use the letters and enclosures as templates for any other issues currently affecting your district and alter the messaging to best fit your needs.

When you work with your legislators, remember that it is all about relationships. Get to know your legislators and their staff, so they are comfortable listening to you and reaching out to you when they want your input or advice. Advocacy is a marathon, not a sprint; set a calendar alert to reach out to your legislator once a month to check in, so they don’t only hear from you when there is a key vote or when you need something. Make the relationship a two-way street; provide them with information that will help inform their decisions and let them know what is happening in your community.

The best way to teach legislators about what is happening in your district is to invite them to visit. Have them visit your schools to see the system they are investing in. Let them meet your teachers and administrators as well as your students. Let them know when your students win awards or your schools do something noteworthy. The best advocacy for your schools is continued excellence.

Please use these resources as a start, continue to reach out to us with any thoughts, suggestions, or questions, and know that AASA’s advocacy team is always available to answer questions, share information, and support your advocacy efforts.

Thank you,

Daniel Domenech