

Advocacy for Dummies – or Smart People with no Advocacy Experience

Messaging:

- A. What you want your elected officials to know:**
- What is a community school
 - How is it different from afterschool programs
 - Your story
 - Successes
 - Challenges
- B. How do you educate/inform:**
1. Create a flyer or one-page Fact Sheet – great “take away” (see attached)
 2. Invite elected officials to your school for special events, open houses
 3. Lobby Days
 4. Schedule an in-office meeting with your elected official
- C. How does advocacy fit into your day-to-day work?**
- Every time you talk about community schools you are advocating
 - Take advantage of opportunities
 - Attend public forums, meet and greets, etc.
 - “Tell your story”
- D. Tips for a Successful Advocacy Meeting**

Short-term Goals: educate, ask for something specific

Long-term Goals: pass legislation/secure a new community partner; build relationships

1. Request a Meeting
2. Prepare for the meeting:
 - fax the scheduler thanking them for scheduling the meeting, confirming the date, time, location and forward any materials to be reviewed by elected official or staff prior to meeting.
 - Know the issue(s) backward and forward, determine funding (if needed), ascertain any opposition and reasons for opposition. Do as much work as possible, i.e., if you want an elected official to sign a letter of support, draft the letter.
 - Practice, Practice, Practice
3. The Meeting – make it a conversation!
 - Relax
 - Introduce yourself
 - Have an icebreaker or two or ask an open-ended question
 - Purpose of the meeting
 - Share statistics and tell **YOUR** story
 - Ask for something specific
 - Establish a time line for follow-up, including who to follow up with a time line for follow-up

Tricks of the Trade:

- Offer to provide more information/be a resource
- It's okay to say you don't know; that provides another opportunity to reconnect and build the relationship

4. Meeting Follow-up

1. Send thank you letter: (1) thank them for taking the time to meet; (2) reiterate what was discussed; (3) restate your "ask;" and (4) confirm follow-up

2. **It is your responsibility to follow-up.** If you call and leave a message, give staff person at least 3 to 4 days to respond. If no reply after 3 to 4 days, call again. **Always be positive and upbeat**

5. Public Gratitude – Letters to the Editor; share the information in your newsletter, etc. Be sure to send copies to your elected official

6. Steps to Sustain a Relationship – connect a couple times a year, if possible; don't always want something – share your successes!

WORDS OF WISDOM

Follow the ABC's when conducting a meeting:

A Be accurate

B Be brief

C Be courteous

BE PATIENT.

BE PERSISTENT.

IT IS YOUR RESPONSIBILITY TO BUILD AND SUSTAIN THE RELATIONSHIP WITH YOUR ELECTED OFFICIALS.

FACT SHEET

What is a Community School?

A community school is both a place and a set of partnerships between the school and other community resources. Its integrated focus on academics, health and social services, youth and community development, and community engagement leads to improved student learning, stronger families and healthier communities. Schools become centers of the community and are open to everyone – all day, every day, evenings and weekends.

Peoria Full Service Community Schools:

Trewyn K-8, Harrison Community Learning Center, Manual Academy

Lead Agency:

2006-2010 Community Builders Foundation

2010-2014 Bradley University – specifically its College of Education & Health Sciences and its Institute for Principled Leadership in Public Service

August 2014 FamilyCore

Programs/Services (including but not limited to)

Unity Point/Methodist In-School Health Clinics

Heart of Illinois United Way In-School Mental Health Programs

Peoria Park District/E.L.I.T.E. Numerous faith-based, tutoring, social service and community organizations

Funding Received to Date:

Community Foundation of Central Illinois (3)	\$ 6,050
Illinois Children's Healthcare Foundation (2)	\$350,000

H.R. 5168, FULL SERVICE COMMUNITY SCHOOLS ACT OF 2014

Introduced July 23, 2014 by Congressmen Steny Hoyer (D-MD) and Aaron Schock (R-IL)

Components of the Bill:

- ✓ **Amends the Elementary and Secondary Education Act of 1965 to increase funding through grants for Full Service Community Schools (as defined by the U.S. Department of Education)**
- ✓ **Creates a competitive grant program for school districts and community-based organizations to fund the nationwide expansion of full-service community schools, specifically at the K-12 level. Also provides funding to states attempting to support the development and maintenance of community schools through state-wide program.**
- ✓ **Applicants must coordinate the expansion and maintenance of at least 3 existing qualified services, in addition to provide 2 more qualified services at 2 or more public elementary or secondary schools.**

Funding Specifications:

- ✓ **Grant Amounts (Local) - \$75,000**
 - **10% of funds specifically for rural-based schools**
 - **10% of funds used for planning purposes**
- ✓ **Grant Period (Local) – 5 years with option to renew**

- ✓ **Grant Amount (State) – minimum of \$500,000**
- ✓ **Grant Period (State) - 5 years with option to renew**
- ✓ **Authorization of Appropriations - necessary sums for FY 2015-2019**

Benefits to Peoria:

- ✓ **Legislation introduced by Rep. Aaron Schock**
- ✓ **Harrison, Trewyn and Manual are designated “community schools”**
- ✓ **Community Partnerships in place include: Unity Point/Methodist, Heart of Illinois United Way, Peoria Park District, E.L.I.T.E., and numerous faith-based, tutoring, social service and community organizations**
- ✓ **Community Advisory Council established**
- ✓ **Peoria Full Service Community Schools has received \$365,000 in private foundation/community foundation funding to implement the model at the above schools**
- ✓ **Collaboration/Sustainability: PFSCS currently sustained by Peoria School District 150, which is currently assuming the cost of salary and benefits for Resource Coordinators at Trewyn and Manual and for a Family/School Liaison at Harrison who has assumed some Resource Coordinator responsibilities**
- ✓ **Expansion of the model could occur with additional start-up funding**

ACTION REQUESTED:

- **Sponsor H.R. 5168**