



Tuesday, November 2, 2021

## I. CEF's multi-faceted advocacy push this week on behalf of education funding

- **Overview of CEF's advocacy efforts this week** – This week CEF is undertaking a big advocacy push to support greater federal investments in education. We are excited to be able to do something in addition to our usual member-based advocacy (Hill meetings, briefings, letters, information and charts, Twitter/Instagram/Facebook) at a time when there is so much interest in education funding! This week's advocacy includes paid media, both digital and print, along with social media from CEF and our members. This concerted effort right now has several overlapping goals.
  - It is timed to garner more support for the education funding in the Build Back Better Act and in the pending fiscal year (FY) 2022 Labor-HHS-Education appropriations bills.
  - It shares CEF's informational resources with policymakers and the public, helping to build a larger base of active supporters for education funding.
  - It demonstrates CEF's active support and engagement during this rare opportunity when the White House has proposed and Congress is considering massive increases in support along the education continuum in two different legislative packages.
- **Paid advertising in both print and digital media this week** -- CEF's Board of Directors voted last week to amend CEF's 2021 budget to approve \$50,000 for paid media, something CEF hasn't been able to afford in the past. We can afford to pay for some advertising now because CEF's budget has a bigger surplus than expected for two reasons, both thanks to CEF members: 1) CEF's 2021 budget (approved by membership at the annual meeting in December 2020) was fiscally cautious in forecasting a drop in dues because of the difficult financial times, but CEF's membership continued to grow this year; and 2) the gala brought in more net revenue than usual thanks to the generous sponsorship of many CEF members. We worked with a communications firm to develop a graphic and text that was eye-catching and simple (attached is one version of the ad), that would lead people to CEF's website. Some of the ads link to CEF's [home page](#), which has links to CEF's budget book, charts, and the recordings of our briefings, among others items; other ads have links to CEF's [advocacy page](#), which has links to CEF's #HearOurEdStories social media toolkit, our fact sheets, and charts. The graphic and text is arranged differently for different media venues (i.e., banner ad, more vertical, etc.)
  - **Full-page ad in POLITICO print edition today** – With Congress in session and voting this week, we are running a full-page color ad in the print edition of POLITICO today to reach those who are looking at paper news in the halls of Congress and around Washington. The ad is almost identical to the attached jpg.

- **Digital ad on a variety of media platforms** – As of last night, the digital version of CEF’s ad is appearing on a variety of platforms and sites targeted to the DC Beltway policymaker audience, placing a special emphasis on those with an interest in education within that larger policy audience. As of this morning at 9am, the ad had garnered 362,428 views and double the usual rate of people who click on the ad after seeing it. We’ll have more metrics to share at the end of the week.
- **Twitter ad planned** – If Twitter approves CEF’s application to place ads, we will also run the ad on Twitter. Twitter does not allow political ads or anything that directly asks Congress to act in a particular way.
- **CEF Twitter Chat tomorrow to highlight the need to quickly enact the important increases in FY 2022 education funding** – CEF (we are @edfunding on Twitter) is hosting a Twitter chat tomorrow (Wednesday, November 3) from 3-4pm ET, to highlight the need to quickly enact the proposed large and vital increases in education funding for FY 2022, along with the education investments in the pending reconciliation bill. The President’s budget for 2022 and the House-passed appropriations bill both provide a \$29.8 billion (41%) increase for Department of Education programs – an unprecedented increase for education that is badly needed. The Senate Appropriations Committee bill includes a slightly smaller increase for education that would still have a huge impact on learning and teaching. (See all the questions that will be asked in the Twitter Chat and materials that were shared in the CEF Update on 11.01.21.)