



I. Updated #HearOurEdStories toolkit for use next week (CEF is @edfunding on Twitter and Instagram)

- **Updated #HearOurEdStories social media toolkit for use next week** – We have updated CEF’s [#HearOurEdStories social media toolkit](#) and urge you to share it NOW with your Communications Director and membership networks to make next week “#HearOurEdStories” week on social media (CEF is @edfunding on Twitter and Instagram and @Cmte4edfunding on Facebook; please follow us if you haven’t already.) Note: we’re also planning a Twitter Chat on Tuesday, Nov. 17, from 4-5pm ET to highlight priorities for an education agenda for the next Congress and Administration – more on that later!
- **This is the right time to call attention to the need for and importance of federal education investments** – Congress is returning to consider both the government funding bills for fiscal year 2021 and another COVID-relief measure at the same time families, schools and colleges, teachers and other education providers, and states and localities are faced with depleted education budgets to pay for new and ongoing needs. CEF’s #HearOurEdStories campaign asks the public to share their education experience responding to the coronavirus pandemic and to urge Congress to provide more education funding for both the response and for the regular education funding bill. The #HearOurEdStories social media campaign makes it easy for the public to tell their Members of Congress about their education priorities.
- **Please share the toolkit with your networks now and next week** – Please share the attached straight-forward toolkit with instructions and social media addresses for Members of Congress, and any other specifics you may care to add with your networks to encourage their participation. (The updated [toolkit is on CEF’s website](#) under the “Advocacy” tab and the “HearOurEdStories” box on CEF’s home page). We hope you will share the toolkit with your networks on social media, via email, and any other way that you reach your grassroots members. Below we have provided some sample promotional tweets and a blurb for your email blasts to membership, and attached are some charts that could be used.
- **What’s involved in the campaign** – The #HearOurEdStories social media campaign provides a very short toolkit (attached, and on [CEF’s website](#)) with instructions on what to do:
 - **Create a video or written message** about your experience in education – as a student, parent, teacher, administrator, staff, or other position – to say what has been going on, and how additional federal investments in education would make a difference. The toolkit has a sample script.

- **Share the video or message on Twitter, Facebook, and Instagram** and tag CEF ([@edfunding](#) on Twitter and Instagram, [@Cmte4edfunding](#) on Facebook) and your three Members of Congress. The toolkit has a sample post, and includes a link to find your Members of Congress and a list of their social media addresses.
- **Use #HearOurEdStories and #5cents4edfunding** – This is part of CEF’s ongoing “5 Cents Makes Sense” campaign to increase education investments from 2% to 5% of the federal budget – investing five cents of every federal dollar in education.
- **Background information on education funding** - The toolkit ends with a summary of education funding and CEF’s “5 Cents Makes Sense” goal to increase education investments to 5 percent of the federal budget.
- **Sample blurb for an email to your membership inviting their participation:**
 - We hope you will join us in participating in the [Committee for Education Funding \(CEF\)](#) #HearOurEdStories Week starting November 16 to urge Congress to enact emergency support for education and to finalize regular education funding for the current fiscal year. We are a member of CEF (follow it [@edfunding](#) on Twitter and Instagram, [@Cmte4edfunding](#) on Facebook), a non-partisan non-profit coalition of organizations that together advocate for increased federal investments all along the education continuum, including [INCLUDE AREA YOUR GROUP MOST SUPPORTS]. CEF’s #HearOurEdStories [social media toolkit](#) includes all the information you need to make and share a short video or write a message telling your two U.S. Senators and your Representative about your education experience and how the education community is responding to the pandemic. This initiative is a great way to tell Congress how increased federal investments in education would make a big difference, and we encourage you to share your education story, or at least follow CEF ([@edfunding](#)) and retweet some of the messages.
- **Sample posts/tweets for your organization to invite participation:**
 - Join us and [@edfunding](#) for #HearOurEdStories Week starting 11/16. Tell your Members of Congress to increase federal education investments to help with higher education costs from the pandemic. CEF’s toolkit has the info you need including sample posts, at <https://cef.org/advocacy/5%c2%a2-makes-sense-nov-2020/>

[Chart to attach: Education COVID-relief funding enacted and proposed]
 - Education accounts for less than 2% of the federal budget, but more support is now desperately needed. Join us and [@edfunding](#) for #HearOurEdStories Week starting 11/16. Info on how to share your story in the toolkit at <https://cef.org/advocacy/5%c2%a2-makes-sense-nov-2020/>

[Chart to attach: ED is 2% of the budget]
 - Urge your Members of Congress to increase investments in education – needed now more than ever. Tell them why this matters to you during #HearOurEdStories week starting 11/16. All the

info you need is in the @edfunding toolkit at <https://cef.org/advocacy/5%c2%a2-makes-sense-nov-2020/>

[Chart to attach: #HearOurEdStories - Education \$7 bill below 2011]

- Next week is #HearOurEdStories Week, the perfect time to record a short video to share with your Members of Congress saying why federal investments in education are so important to you. Tell your story! Info in the @edfunding toolkit at <https://cef.org/advocacy/5%c2%a2-makes-sense-nov-2020/>

Chart to attach: PDK poll – Lack of Ed funding is a top priority]