



Monday, April 13, 2020

## I. Next week is #HearOurEdStories Week on social media

- **CEF's social media campaign is revised for coronavirus response funding and FY 2021 appropriations** – CEF's Social Media Committee has revised our plans for the year in light of the pandemic and the resulting need for much greater federal support for education. We are relaunching CEF's #HearOurEdStories campaign and urge you to share it with your networks to make next week "#HearOurEdStories" week on social media.
- **The message for next week** – The campaign now 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 next year's education funding bill.
- **Why now is the right time to relaunch this social media campaign** – Now is the right time to let Member of Congress know that increased education funding is a priority. More people are working from home, and Congress is getting ready to rethink the needs for the regular FY 2021 appropriations bills at the same time it is thinking about what is still needed to help the country recover from the pandemic. Members of Congress will want to hear about their constituents' priorities, and the #HearOurEdStories campaign will help do just that.
- **What's involved** – 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.

- **Please share the toolkit with your networks** – Below are four sample posts that your organization can use to invite participation in #HearOurEdStories Week starting on April 20. 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 [toolkit is on CEF's website](#) under the “Advocacy” tab and the box on the “HearOurEdStories” box on the home page – check out all the CEF resources and fact sheets!). We want lots of #HearOurEdStories messages urging Congress to increase investments in education!

- **Sample posts/tweets for your organization to invite participation:**

- 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 4/20. Info on how to share your story in the toolkit at <https://cef.org/advocacy/5%c2%a2-makes-sense/>

[Chart to attach: ED is 2% of the budget]

- Join us and @edfunding for #HearOurEdStories Week starting 4/20. Tell your Members of Congress why federal education investments matter to you & urge them to increase education support now. CEF's toolkit has the info you need including sample posts, at <https://cef.org/advocacy/5%c2%a2-makes-sense/>
- 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 4/20. All the info you need is in the @edfunding toolkit at <https://cef.org/advocacy/5%c2%a2-makes-sense/>

[Chart to attach: Education \$7 billion below 2011 in inflation-adjusted terms]

- 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/>

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