



Monday, July 19, 2021

CEF is running two social media advocacy efforts this week and we hope you will participate!

I. #HearOurEdStories Day tomorrow, July 20

- **CEF is holding #HearOurEdStories Day on July 20** – Tomorrow, July 20, CEF is holding a one-day push of our #HearOurEdStories social media campaign with participation from Rep. Jamaal Bowman (D-NY) – a former principal – and Rep. Teresa Leger Fernández – a former Head Start student - to voice support for increased education funding. We hope you will share CEF's social media toolkit with your grassroots members and encourage them to post a video on Tuesday sharing their education story, telling their two Senators and their Representative why federal education funding matters to them. It would be great if each CEF member could post from their official Twitter describing why federal education funding matters to their program/students and what their organization or institution is doing!
- **How the campaign works** – The #HearOurEdStories social media campaign makes it easy for people to tell their Members of Congress about their education priorities (and for Members of Congress to share their support for federal investments in education). The campaign asks the public to share their education story; it could be about responding to the coronavirus pandemic or their experience with student aid, access to needed services, or from the perspective of an educator, administrator, or support personnel. The campaign asks people to record a video and post it on social media, tagging their Members of Congress and urging them to support the president's request for a huge increase in education funding for next year. The toolkit has all the information people need.
- **Please share the #HearOurEdstories toolkit with your networks now and next week #HearOurEdStories social media toolkit** – We have updated CEF's #HearOurEdStories social media toolkit (attached, and at [this link](#)) and urge you to share it with your communications staff and membership networks to help publicize the July 20th day-long social media push. It includes instructions and social media addresses for Members of Congress, and you can personalize it with specifics to encourage your networks to participate. 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.
- **What's involved in the campaign** – The #HearOurEdStories campaign provides a very short toolkit (on [CEF's website](#) under the "Advocacy" tab and the blue box on the "#HearOurEdStories" box on the home page) 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/or 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** – Please use the #HearOurEdStories hashtag with any post. This is a great time to capitalize on the education funding under consideration, in both the President’s budget and in the FY 2022 education funding bill being debated in the House Appropriations Committee.
- **Background information on education funding** - The toolkit ends with a summary of education funding.
- **Sample posts/tweets for your organization to invite participation with attached charts:**

- Join us and @edfunding tomorrow for #HearOurEdStories Day. Tell your Members of Congress why education funding matters to you, and urge them to increase federal education investments. CEF’s toolkit has the info you need at <https://tinyurl.com/vyvyh4h8>

[Chart to attach: #HearOurEdStories - 2022 President's Education Request Far Above 2011 Level in Real Dollars]

- Education funding rises from 2% to 3.7% of the federal budget next year under the President’s budget. Find out how to urge Congress to make those important investments. Join us and @edfunding for #HearOurEdStories Day on 7/20. Info in the toolkit at <https://tinyurl.com/vyvyh4h8>

[Chart to attach: #HearOurEdStories - Education rises to 3.7% of President’s 2002 budget]

- Urge your Members of Congress to increase investments in education. Tell them why this matters to you on #HearOurEdStories Day on 7/20. All the info you need is in the @edfunding toolkit at <https://tinyurl.com/vyvyh4h8>

[Chart to attach: #HearOurEdStories – 2 of 3 voters want more education funding]

- Follow @edfunding and let Congress #HearOurEdStories day on 7/20. Tell your story by sharing a short video with your Members of Congress saying why federal education investments are important to you. Info in the @edfunding toolkit at <https://tinyurl.com/vyvyh4h8>

II. CEF Day of Advocacy on Wednesday, July 21 – advocacy platform to let people easily email their Members of Congress

July 21 is CEF's virtual Day of Advocacy – We have a great day of virtual advocacy planned for Wednesday, July 21, and we hope everyone will join in some way! We have about 60 CEF members signed up to participate in a total of 36 virtual Hill meetings. We also have a platform to send an advocacy email to a person's Members of Congress that we hope you will share with your grassroots networks, and sample tweets and posts we urge you to share on your social media platforms. We are trying to amplify our message – the need to increase federal education investments and to support the President's unprecedented increase in support for education.

Advocacy platform for grassroots advocacy emails to Members of Congress – CEF member the National Association of School Psychologists (NASP) is generously sharing its advocacy platform with CEF, which will allow people to generate and send an automatic message urging their Members of Congress to increase education funding. We urge CEF members to share this information with their own grassroots networks this week!

- **Sample message for an action alert to share with your grassroots membership:**

Please take part in the Committee for Education Funding (CEF) Day of Advocacy on July 21, 2021

Members of Congress care about what their constituents want, and we are asking for your help in urging Congress to increase federal education funding — investments that now are more important than ever. Federal education funding makes a real difference every day in the lives of students, teachers, families, schools and communities. The President requested an unprecedented increase in support for education next year – a 41% increase in regular funding for the Department of Education, increases for early childhood education programs in HHS, and increases for other education-related programs, as well as long-term investments in education infrastructure, universal preschool, child care, free community college, and other education programs.

Please join the [Committee for Education Funding \(CEF\)](#) as it holds a virtual day of advocacy on Wednesday, July 21, in support of increases in education funding. CEF is holding many virtual meetings with congressional offices, and **you can add your voice:**

- Tell your Members of Congress to increase federal investments in education and support the President's historic funding increases for education programs from pre-school through college, including more than doubling the biggest K-12 program, increasing support for special education, a \$1 billion new program for expanded career pathways for middle and high school students and a \$1 billion new program for health

professionals in schools, and the largest single-year increase in the Pell Grant to help more students afford college.

[Click here](#) to send the following message to your Members of Congress – feel free to add a personal example of why education funding matters to you.

Sample tweets/posts and charts for CEF members to send on Wednesday – We hope to have a good social media presence on Wednesday, following up on our #HearOurEdStories push on Tuesday. Below is information to share with your communications shop and membership. [Tweet your support for education funding, tagging your Representative and Senators and CEF \(@edfunding on Twitter and Instagram, and Cmte4edfunding on Facebook\)](#). You can find your Members of Congress directly by typing your address at this site: <https://www.govtrack.us/congress/members> and you can find the twitter addresses in the attached list. We've also attached some CEF charts you can post.

o **Sample tweets for Wednesday:**

I'm joining @edfunding's advocacy day to urge my US Senators & Rep [@ their twitter addresses] to support the President's request for an historic increase in education funding to support long-term, underfunded education services. #5Cents4edfunding

[Chart to attach: #HearOurEdStories - 2022 President's Education Request Far Above 2011 Level in Real Dollars]

Join @edfunding's advocacy day to urge your Members of Congress to increase federal education investments. The public strongly supports more #edfunding [include twitter address(es) for your Members of Congress].

[chart to attach: #HearOurEdStories – 2 of 3 voters want more education funding]

Follow @edfunding to keep updated on federal education funding and learn how to urge your Members of Congress to increase the vital investments in education. See toolkit at <https://tinyurl.com/vyvyh4h8>

[chart to attach: #HearOurEdStories – 2 of 3 voters want more education funding]