



COMMITTEE FOR
EDUCATION FUNDING

July 20, 2020

I. Updated #HearOurEdStories toolkit for use next week

- **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. This is the right time to call attention to the need for and importance of federal education investments. Families, teachers, schools and colleges are grappling with what “back to school” will mean this fall at the same time Congress will be debating how much education funding to include in the next pandemic relief package. In addition, next week the House will consider the fiscal year 2021 appropriations bill that includes a modest funding increase for education programs. The 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 next year’s 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 box on the “HearOurEdStories” box on the 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.
- 1. **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 posts/tweets for your organization to invite participation:

- Join us and @edfunding for #HearOurEdStories Week starting 7/27. Tell your Members of Congress to increase federal education investments in light of increased 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/>

[Chart to attach: #HearOurEdStories – CARES less than Recovery Act]

- 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 7/27. 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]

- 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 7/27. 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]