



SCHOOL DISTRICT ADVOCACY ACTION PLANNING

School District: _____

Directions:

Assign a facilitator for your group. Then review the guiding questions for advocacy below:

STEP 1

Based on a review of the information presented and your district-specific data, consider:

- In what ways has your district story changed in the last 10 years?
- What are some misperceptions about your district that exist within your community?
- How does this impact your local advocacy priorities?

STEP 2

Complete the
Accompanying Chart:
*Action Steps to Advocacy
Planning Document*

- Develop your story and your district's Local Priorities for Advocacy (2-4 Priorities)
- Decide what data points you will utilize to drive your story and educate your target audience.
- Decide who will be involved in the advocacy and your target audience with your advocacy efforts.
- Decide when you will engage in the advocacy work.



School District:				
Identify Local Advocacy Priorities (2-4)	Identify Information required for Effective Advocacy	Identify Who will be responsible for advocacy	Identify Target Audience for Advocacy	Identify Timeline for advocacy
Advocacy Priority #1				
Advocacy Priority #2				
Advocacy Priority #3				
Advocacy Priority #4				