

## BACK-TO-SCHOOL TOOLKIT #HearOurEdStories

As the country directs its attention back to school in August and September, CEF is asking you to participate in its on-going #HearOurEdStories social media campaign.

Share a personal message in the form of a video or post on your preferred social media platform. Ask your federal representatives to increase education investments to 5% of the federal budget – 5¢ makes sense – and explain how federal education funding will impact the upcoming school year. Engaging in this campaign during this highly publicized and marketed time will help amplify our message and ensure it reaches Congress.

Please use the official campaign hashtags when you share your story.

**#HearOurEdStories | #5Cents4EdFunding**

## SAMPLE BACK-TO-SCHOOL SCRIPT

**This sample script can help you formulate your story into a video or text post that you can promote with the campaign hashtags.**

**A script between 130-150 characters will ensure videos will be around 1-minute and more effective.**

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“My name is [INSERT FIRST *(and last name if you feel comfortable)*], I’m from [CITY, STATE] and I am a [TEACHER, STUDENT, SCHOOL ADMINISTRATOR, AID, PARENT, ETC.]. [FEDERAL EDUCATION FUNDING OR LIST A SPECIFIC FEDERALLY FUNDED PROGRAM] helps [INSERT HOW FEDERAL FUNDING IMPACTS YOU] and without it I [INSERT THE CONSEQUENCES OF A FUNDING LAPSE]. This is my ED story and I know I am not alone, which is why to prepare for going back to school I am asking my federal Representative and Senators to increase investments in education.

## OBJECTIVES

1. **Tell Members of Congress why federal education funding is important to you.**
2. **Ask them to increase federal investments in education.**
3. **Support the education community — teachers, administrators, parents, students, etc. — in telling their stories.**

FOR ADDITIONAL INFORMATION CONTACT



info@cef.org

FOLLOW CEF ON SOCIAL MEDIA



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There are back-to-school social media post examples on the next page. These examples will help you outline how to draft a social media post that tags elected officials, includes the campaign hashtag and clearly presents your message. Remember, this is your story, make it personal and connect that story to going back to school.

For step-by-step guidance on how to post on social media and how to continue engaging with this campaign, visit [www.cef.org/advocacy/5¢-makes-sense/](http://www.cef.org/advocacy/5¢-makes-sense/)

# BACK-TO-SCHOOL SAMPLE SOCIAL POSTS

## CONCERNED PARENT SAMPLE POST

I want to send my child back to school with more than just pencils and paper. I want my child and [his/her/their] classmates to have access to a full library, afterschool programs and teachers' aides. That's why I'm asking my officials, @[insert Senator handle], @[insert Senator handle] and @[insert House Representative handle] to increase the federal education budget because #5Cents4EdFunding makes sense. Reach out to your elected officials, too. [bit.ly/CEFletter2congress](https://bit.ly/CEFletter2congress) #HearOurEdStories

## TEACHER SAMPLE POST

As one of thousands of teachers preparing my classroom for the coming school year, I'm excited, but I'm also concerned. My class size is growing faster than our space and school supplies. I don't have the resources I need to teach, and it's hurting the education my students get. This is why I'm calling on my elected officials, @[insert Senator handle], @[insert Senator handle] and @[insert House Representative handle] to help students by increasing federal funding for education because #5Cents4EdFunding makes sense. Ask your elected officials and join the movement: [bit.ly/CEFletter2congress](https://bit.ly/CEFletter2congress) #HearOurEdStories

## SPECIAL EDUCATION SAMPLE POST

Having a child with special needs means going back to school can be a challenging time. Budget constraints keep our school from being able to afford the resources needed to give my child the best education possible. That's why I'm asking @[insert Senator handle], @[insert Senator handle] and @[insert House Representative handle] to help students by increasing the federal education budget because #5Cents4EdFunding makes sense. Ask your elected officials to join the movement: [bit.ly/CEFletter2congress](https://bit.ly/CEFletter2congress) #HearOurEdStories

## COLLEGE STUDENT SAMPLE POST

I'm worried about student loans as I head into sophomore year at [insert college]. My classmates and I are trying to get more federal aid and apply for Work Study, but there just aren't enough opportunities. We need Congress to increase federal funding for important programs like Pell grants, Work Study and other student aid. This is why I'm asking my officials, @[insert Senator handle], @[insert Senator handle] and @[insert House Representative handle] to increase the federal education budget because #5Cents4EdFunding makes sense. Ask your elected officials join the movement: [bit.ly/CEFletter2congress](https://bit.ly/CEFletter2congress) #HearOurEdStories