**Overview**

This year, National PTA is supporting our nation’s public schools by participating in Public Schools Week March 25-29, 2019. As we get ready to celebrate our nation’s public schools, our students and the professionals who work each day to make every child’s potential a reality, we are asking all PTA members to help promote Public Schools Week by using this toolkit, which provides suggestions to participate during the week and contains sample graphics and messaging you can use on social media. Visit the [Learning First Alliance’s website](https://learningfirst.org/publicschoolsweek) to learn more about this year’s Public Schools Week.

This toolkit is designed to highlight Public Schools Week for use before and during the week of March 25-29, 2019.

Here are a few things you can do to support Public Schools Week:

* [Email](https://www.pta.org/home/advocacy/take-action) your Member of Congress asking them to cosponsor the Public Schools Week Resolution.
* Write an op ed in your local paper. Use our templates to [communicate to parents and community members](https://learningfirst.org/sites/learningfirst/files/PSW%20community%20oped%20template%202.7.19%20(1).pdf)or to advocate for public education with [local or state lawmakers](https://learningfirst.org/sites/learningfirst/files/PSW%20advocacy%20oped%20template%202.7.19%20.pdf).
* Release a press statement in support of Public Schools week.
* Watch the [Public Schools Week Webinar](https://docs.google.com/forms/d/e/1FAIpQLScpkEnJv1Dp_UMQZy24e78oAWOS0v5R1Sb_7N4EmnnW7XFiVA/viewform?vc=0&c=0&w=1) on Monday, March 25 at 8 p.m. ET and participate in a Twitter chat immediately following using #PublicSchoolProud and #PublicSchoolsWeek
* Post on social media using the sample posts below about Public Schools Week.
* Share your #PublicSchoolProud stories at <https://bit.ly/2WaWqEN> and encourage other PTA members to do the same!

**Sample Social Media**

**Twitter**

**Sample Tweets for use before and during the week of March 25-29th. Please modify as needed and add any local details.**

*If possible, please tweet about Public Schools Week both before and during Public Schools Week.*

* Teachers, principals, and all the educators and support staff who serve in our public schools are key to helping our students succeed and our nation thrive. Celebrate #PublicSchoolsWeek 3/25-29 #PublicSchoolProud
* #PublicSchoolsWeek is coming March 25-29. How will you celebrate? Learn more at [www.publicschoolsweek2019.com.](https://learningfirst.org/publicschoolsweek) #PublicSchoolProud
* March 25-29 is #PublicSchoolsWeek. Let’s show all the opportunities our public schools provide for more than 50 million students who are learning and growing inside our school buildings. #PublicSchoolProud
* Nine out of every 10 students attend a public school. Public schools welcome every child—regardless of ability, race, wealth, language, country of origin, or needs. By strengthening the public school system, we strengthen the democracy of our country. #PublicSchoolProud
* An educated America is a better America. Want a stronger nation? Support public education. Share your #PublicSchoolProud story [here](https://www.pta.org/home/advocacy/federal-legislation/Public-Policy-Agenda/public-money-for-public-schools).
* Public schools are providing more opportunities for more than 50 million students who are learning and growing inside our school buildings. Join us to celebrate #PublicSchoolsWeek [www.publicschoolsweek2019.com](https://learningfirst.org/publicschoolsweek) #PublicSchoolProud
* Make your voice heard by sharing why you, your students, your teachers, your community and your school district are #PublicSchoolProud and why every student deserves access to a high-quality public school.
* There has never been a more important time than now to speak out about the value of public education. Join us for #PublicSchoolsWeek on March 25-29, 2019. #PublicSchoolProud
* The success of the future leaders of this great country critically depend on the support given to public education by our community and others across our nation. Join us for #PublicSchoolsWeek on March 25-29, 2019. #PublicSchoolProud
* Our nation’s public schools are dedicated to serving their communities and students, backed by the passion of millions of educators who work for our students and our futures. #PublicSchoolProud

Go [here](https://learningfirst.org/sites/learningfirst/files/PSW%20sample%20tweets%202.19.19.pdf) to access more sample tweets.

**Facebook**

**Sample Facebook posts for use before and during the week of March 25-29th.**

* Make your voice heard by sharing why you, your students, your teachers, your community and your school district are #PublicSchoolProud and why every student deserves access to a high-quality public school. Share your story <https://bit.ly/2WaWqEN>.
* [Facebook post](https://learningfirst.org/sites/learningfirst/files/Today%20is%20your%20day.%20Your%20mountain%20is%20waiting%20so%20get%20on%20your%20way.%E2%80%93%20Dr.%20Seuss%20(1).png)--Dr. Seuss quote
* [Facebook post](https://learningfirst.org/sites/learningfirst/files/The%20expert%20in%20anything%20was%20once%20a%20beginner.%20(1).png)--Helen Hayes quote
* [Facebook post](https://learningfirst.org/sites/learningfirst/files/Our%20Students.%20Our%20Future.%20(2).png)--Our Students, Our Future
* [Facebook post](https://learningfirst.org/sites/learningfirst/files/Out%20of%20the%20public%20school%20grows%20the%20greatness%20of%20a%20nation.png)--Mark Twain quote
* [Facebook post](https://learningfirst.org/sites/learningfirst/files/Learning%20is%20(1).png)--da Vinci quote
* [Facebook post](https://learningfirst.org/sites/learningfirst/files/Learn%20from%20yesterday%2C%20live%20for%20today%2C%20hope%20for%20tomorrow.%20(2).png)--Einstein quote

**E-Newsletter Blurb**

Celebrate our nation’s public schools during “Public Schools Week” March 25 through 29, 2019. Public education is the foundation of a 21st-century democracy and 90 percent of American children attend public schools. Public education is the major vehicle for preserving the basic values of a democratic system of government and must be supported and strengthened. Share your #PublicSchoolProud stories at <https://bit.ly/2WaWqEN> and visit [www.publicschoolsweek2019.com](https://learningfirst.org/publicschoolsweek) to find out more ways to support this week.

Inclusive and safe high-quality public schools are where children learn to think critically, problem solve, and build relationships. Public schools should provide an environment where all students can succeed beginning in their earliest years, regardless of who they are or where they live, and efforts should be supported to advance equity and excellence in public education. Every child has the right to an education that helps them reach their full potential and to attend schools that offer a high-quality educational experience with stable, equitable, predictable, and adequate funding for every student in America.

Please join us in celebrating our public education system March 25-29, 2019 and beyond!

**Graphics**

**Additional graphics for Twitter, Facebook, Instagram and E-Newsletters for use before and during the week of March 25-29th.**

* [Graphic](https://learningfirst.org/sites/learningfirst/files/Our%20students.%20Our%20future.%20(1).png)--Public Schools Week dates
* [Graphic](https://learningfirst.org/sites/learningfirst/files/%23PublicSchoolProud.png)--Students looking at solar eclipse
* [Graphic](https://learningfirst.org/sites/learningfirst/files/PSW%20graphic%202.jpg)--9 of 10 students attend public schools
* [Graphic](https://learningfirst.org/sites/learningfirst/files/Working%20Together%20for%20Student%20Success_%20A%20Back-to-School%20Communications%20Toolkit%20(1).png)--Support public schools today, build a better workforce for tomorrow
* [Graphic](https://learningfirst.org/sites/learningfirst/files/Learning%20is%20a%20treasure%20that%20will%20follow%20its%20ownereverywhere%20(2)_0.png)--Chinese proverb
* [Graphic](https://learningfirst.org/sites/learningfirst/files/The%20Secret%20Life%20of%20Public%20Schools_%20A%20Back%20to%20School%20Communications%20Toolkit.png)--Share our success
* [Graphic](https://learningfirst.org/sites/learningfirst/files/four-girls1.jpg)--Four girls at school
* [Graphic](https://learningfirst.org/sites/learningfirst/files/Untitled%20design%20(2).png)--PSW19 logo
* [Graphic](https://learningfirst.org/sites/learningfirst/files/lfa-social-media-graphic-annotations.pdf)--Fast facts about U.S. schools

To download additional sample posts and images for Twitter, Facebook and Instagram, go [here.](https://learningfirst.org/sites/learningfirst/files/PSWToolkit_2019%20(1).pdf)

Please join us in celebrating our public education system March 25-29, 2019 and beyond!

**Questions?** Contact National PTA Government Affairs at [GovtAffairs@PTA.org](mailto:GovtAffairs@PTA.org)