

# Grassroots Advocacy

## *Sample Action Plan*



- **June** – Review the just completed legislative session and discuss scheduling meetings, or inviting legislators to an event, during the legislative interim. Legislators are at home from mid-May through December. Use this time to get to know your legislators, follow-up on important issues and most importantly show them your district. Be sure to thank any legislators whose votes supported your school boards position on key legislation.
- **August** – School is getting ready to start, have you made contact with your legislators? If not, this is the time to do so. Is there an open house at one of your schools that you could invite your legislators to? A homecoming parade in the fall? Perhaps the district is unveiling a new program or initiative. Find an event or simply invite your legislators for coffee. Make contact now to talk in general terms about the district and education. Start laying the groundwork for a future meeting where you will discuss specific legislation.
- **October-December** – Hot education issues for the upcoming legislative session are formalizing. Take time to contact your legislators to convey your district's position on these hot topics. Give the legislator a one-page, bullet point fact sheet if possible (CASB staff can assist with this). Make sure your contact information is on the fact sheet.
- **December** – Utilize the legislative session at the winter conference to say hello to the invited legislators, especially

if the legislator is from your district or you have previously worked with or spoken to him/her before.

- **January** – The legislature is back at the Capitol. Be sure you are receiving Bill Board and CASB legislative updates. Make sure your board has a legislative network (leg net) representative and that the board is receiving legislative updates at board meetings from this person. If your board does not have a leg net representative, volunteer to be your board's representative. Even if your board has a leg net representative, you can still sign up to get leg net updates yourself.

Set up a lunch date for the Friday of the Winter Conference with your legislators or a legislator who may not from your district but is carrying legislation that is important to your school board. Get on their calendar in January rather than waiting until mid-February and hoping they are still available.

- **February** – Come to the CASB Winter Conference to receive a full briefing on the legislature during the first month of the session. Be prepared to discuss important issues with your legislators at the conference legislative lunch. Take advantage of being in Denver and go to lunch with a legislator or two on Friday after the Winter Conference ends.
- **March-May** – Continue to stay abreast of legislative activities (via Bill Board and legislative updates) and contact your legislators on key issues. Be sure to let

CASB's advocacy team, Jane Urschel and Julie George, know if you make contact with a legislator and what the legislators response is.

- o **June** – The cycle starts over. Take time to thank legislators for their work during the legislative session and begin thinking of opportunities to showcase your school district to your state representatives. The better our legislators know our districts, the easier it is to work with them during the legislative session when their vote can make or break a bill.

*This document is part of the Colorado Association of School Board's Grassroots Advocacy Toolkit. For more information on grassroots advocacy, contact Jane Urschel, deputy executive director, at [jurschel@casb.org](mailto:jurschel@casb.org).*