Ask for the Change You Need
✔ Establish an annual legislative agenda/platform
✔ Host a legislative candidate forum
✔ Establish a parent or community legislative advocacy group

Know Your School District
✔ Develop your district’s story and be prepared to share with others

Engage in the Legislative Process
✔ Get to know who represents your district (state and federal)
✔ Be familiar with the education committee process (House and Senate)

Learn Key Messages on Important Issues
✔ Leadership Conference (January)
✔ Day at the Capitol (March)
✔ Advocacy Tour (September)
✔ Delegate Assembly/Submit Resolutions (December)
✔ Friday Chat Room (every Friday during session)

Host a School Visit or District Showcase
✔ Invite district legislators to visit a school or showcase a school/district program
✔ Host a legislative breakfast or event
✔ Publicize event with photos of the legislators

Community Outreach
✔ Publish and share your legislative platform with legislators and community
✔ Write press releases
✔ Pass a board resolution
✔ Write a letter to the editor
✔ Respond to legislative alerts

Host the Capitol
✔ Appointments with local legislators
✔ Tell your district’s story
✔ Share your district’s agenda/platform
✔ Testify

MSBA Day at the Capitol
✔ A day for school board advocacy
✔ Meetings with legislators
✔ Committee meetings and testimony

Read Monday’s Weekly Advocate
✔ Weekly updates on capitol highlights and action items for you to share with your board

Attend the Friday Chat Room
✔ Weekly legislative update via Zoom

Sign-up for MSBA eClippings
✔ Daily news articles on schools and education sent to your inbox

MSBA Website
✔ Resources for advocacy, webinars and more

Engage in Social Media
✔ Follow your district’s legislators
✔ Follow MSBA
✔ Like, retweet, post

Visit the Capitol
✔ Appointments with local legislators
✔ Tell your district’s story
✔ Share your district’s agenda/platform
✔ Testify

MSBA Advocacy Roadmap
Where School Boards Learn to Lead
REV 11/2022