

Warriors in the Heartland

Planning Your Strategy
& 10 Advocacy Tips

Kansas 2009

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Cultivate Allies

- It is all about relationships.

(Are you seen as a reasonable person?
Competent? Reliable? Nutcase?)

Assemble Your Weapons

- Have your data ready
- Have your compelling stories ready

- The data will convince them they need to listen; the stories will get the votes

Craft Your Battle Cry

- Analyze the resistance.
- Tailor the message (use their language).
- Identify the goal in a positive way.
- Be part of the solution.
- Use the media: Website, Listserves, Blogs, Facebook, Twitter

Ideas for MTSS

- Include development of student strengths
- Allow all students to grow
- Provide supports in a systematic way
- Provide rigor

Identify the Flag Bearer

- Articulate
- Strategic connections
- Calm, reasonable, responsible

Spread the Word

Train your members to talk to a legislator (or school board member or district administrator or principal). Teach how to contact, what to talk about, and how to move it along.

Post all of this information on your website.

Involve All Members

It Is a Process

- Send others out in the “off season” to establish a relationship with the decision maker. No favors. Just a reasonable parent/teacher/citizen. Ask, “How can we work together to make sure we are developing all learners, including the advanced learners?”
- Ask advocates to report on who they contacted, whether or not the person was receptive, and any suggestions received.

Top Ten Warrior Tips and Reminders



**10. It is not necessarily
about a good idea or
even what is right**

**9. Eat the elephant one bite
at a time; invite others to
help you dine**

**8. Pay attention; go and sit;
volunteer for committees**

7. Remember the minority party players

6. Be polite, classy, informed, and trustworthy



5. Persistence is key

4. Be prepared for questions, for compromises, for issues, for alternate proposals

3. Listen

2. Less is more. Have a succinct message with backup information available

1. No never really means no



Identify Strengths

- How Can You Help?
 - Zip code
 - Demographics
 - Educational role
 - Skills – e.g. writing, databases, tech skills
 - Connections
 - Political influence