

NAESP State Advocacy Campaign Manager

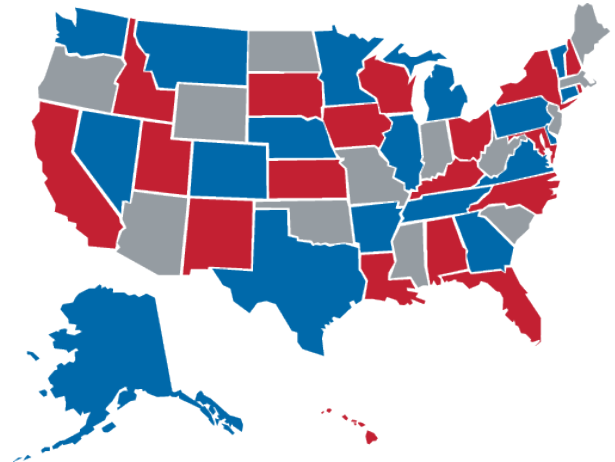
Overview

NAESP is excited to unveil a new tool to support state affiliates and executing state-level grassroots campaigns. The NAESP Advocacy Campaign Manager gives states the ability to create grassroots campaigns to mobilize members around legislation and policies affecting principals. The Advocacy Campaign Manager will help build grassroots engagement among your members, strengthen relationships with state legislators and other state leaders, and help you achieve your legislative agenda.

How it Works

Have a key vote coming up at the state capitol and you'd like your members to take action? The Advocacy Campaign Manager allows you to set up an alert to notify your members of the issue and to take action (urging them to email/call/tweet their legislator). The program automatically matches the individual's address with their state representative and senator, allowing them to communicate their legislative ask with just a few clicks.

A staff member from the state affiliate must complete a form indicating the goal and length of the campaign, the message you'd like to include to members, and any language you suggest they use in their email/phone call/tweet. Once the form is submitted, NAESP staff will set up and launch the campaign.



Pricing

NAESP Joint States Free

NAESP Non-Joint States

<250 Members \$250/yr
250-500 Members \$500/yr
500-750 Members \$750/yr
>750 Members \$1,000/yr



About NAESP

The National Association of Elementary School Principals (NAESP) aims to support principals and the myriad of challenges they face in preparing the 33 million students they serve. NAESP supports elementary and middle-level principals as the primary catalyst for creating a lasting foundation for learning and shaping the long-term impact of school improvement efforts.

For more information, visit naesp.org/advocacy.



National Association of
Elementary School
Principals

NAESP State Advocacy Campaign Manager

1. Title of Campaign

Your answer

2. Campaign Start Date

Date

mm/dd/yyyy

3. Campaign End Date

Date

mm/dd/yyyy

4. Text of the Action Alert (What would you like the text of the alert to your members say? Ex. "Dear Members, on XX date, YY bill will come up for a vote. . .")

Your answer

5a. Targets

State House Members

State Senate Members