

Organizing Your Community: Building Your Education Rap

(to use while you are preparing for and having a conversation with a friend or neighbor about the No More Excuses Campaign)



1. Introduce yourself, the *No More Excuses: Educate Every Student* campaign and the Alliance for Quality Education:

Introduce yourself and say you are an Education Leader with the Alliance for Quality Education. We are a statewide coalition of education leaders who fights for a quality education for all students. We fight for fair and adequate funding for schools, quality full-day pre-K for all four-year-olds, investment in an engaging curriculum, college-ready community schools, and shifting the focus back to teaching and learning, not more testing.

2. Telling your personal story of why you care about education and why you joined the *No More Excuses: Educate Every Student* campaign with AQE.

Share your passion and vision for education or why it is important to you to work on the issue. Why do you work on education? What motivates you? Are you a parent or grandparent with a student in school? You can share a brief personal story that shows how or why you got involved with the work and why working on the *No More Excuses: Educate Every Student* Campaign with AQE has made you feel like you are making a difference.

3. Find out what motivates the person you are having the conversation with (what is their self-interest in education) and what pushes them to act.

What is their personal stake in education? Why do they care? Are they a parent, grandparent or community leader who has witnessed a failing education system? Do they want to be a teacher? People volunteer their time to public education because it's important to them.

Then find out what agitates them – what makes them mad about the current education system.

The goal is to have them talk about themselves, for them to identify out loud what their stake is and for you to agitate them into action so they want to join us.

4. Explain to them what activities they can do and how they can participate.

Over the next couple of months, *No More Excuses: Educate Every Student* campaign through AQE will be doing a lot actions and events.

On December 9, we will be joining with other groups across the nation and with teachers' unions in a national day of action. On that day we will have press conferences calling for providing adequate and equitable funding to our schools and for more teaching and learning, not testing.

On January 14, AQE will be having a massive mobilization in Albany to speak out on the need to Educate Every Student. Tell them you need them to join in these in order to build power for our children. There are many different roles they can do, they can help find other people, they can come to the action, help plan the action, and many other activities.

On March 12, hundreds of people from across the state will come to Albany to lobby their legislators. You can refer to the Recruiting Your Legislators worksheet for the different roles and activities will be needed on that day.

5. Tell them how you will follow up with them.

What is the next step? Will you call or email them to tell them more details? Will you sign them up for a bus trip?
