



Spread the Word: 10 strategies for engaging locally

Engage in election 2019: In the lead up to the provincial election, all locally-elected school board trustees are encouraged to engage their MLAs, other party candidates, parents and communities to spread the word about the need for education funding. Here are some creative ways to engage:

1. Reach out to local MLAs and candidates, and request a meeting to hear their platforms and share your key messages
2. Organize a coffee meeting at school for parents/public to engage and hear about local school board concerns
3. Organize a school council discussion to gather support for school board messaging. Share with parents the questions ASBA developed to ask candidates when are at your door. (These are available on the website)
4. Engage publicly. Go door knocking yourself and attend local events such as sporting events or local markets
5. Attend local political forums and ask questions of candidates
6. Write a letter to the editor regarding concerns, using the ASBA advocacy toolkit: key messages, media release and add your local context
7. Create a short, 1 to 2 minute video highlighting concerns and post to your school board's social media platforms
8. Create a poster/infographic to post in community centres and public spaces ASBA will create a sample that you can either use or adapt to local context
9. Connect with your ATA Local President to share our messages and create support
10. Share ASBA and local advocacy plan with school administration and share posters so they can mobilize staff, share social media and posters