

Advocacy Tool Kit: Legislative Engagement Timeline

Tools and Tips for advocating for your program



Michigan Association
of Community and
Adult Education

Key:

Phone Communication

Email/Print Communication

In-Person Communication

Points to Remember:

-Legislator engagement is a conversation- it takes time!

-Make connections with legislative aides!

-Keep it simple: who do you serve, what do you do, how does it impact your community!

-Make connections to regional/state initiatives

-Remember MACAE represents a network of over 120 adult education programs across Michigan



MACAE Publications, 2018

July-September

- ⇒ Call your legislator's office and thank them for another year of support
- ⇒ Send an email to your legislator inviting them to your summer programming or to join you on your program fieldtrip
- ⇒ Create an Adult Education Snapshot capturing highlights from the year to share
- ⇒ Send a calendar of upcoming fall events

January-March

- ⇒ Call your new legislator to re-introduce/introduce yourself and your program
- ⇒ Share a success story from the current year (ie: employment, HSE, etc.)
- ⇒ Attend a legislative coffee hour/community town hall
- ⇒ Attend MACAE legislative engagement events



October- December

- ⇒ Call your legislator to wish them continued success in their legislative session
- ⇒ Send a video of your students learning a new topic, post on social media and tag your legislator!
- ⇒ Share how many students your program has and how many children are impacted
- ⇒ Attend a legislative coffee hour/community town hall

April- June

- ⇒ Invite your legislator to your family literacy night or awards ceremony/ graduation
- ⇒ Capture a picture of your dedicated teaching staff!
- ⇒ Share your year-end success
- ⇒ Share your goals for what you want to accomplish in the next year!

(More information: www.macaе.org)