Advocacy Tool Kit: Legislative Engagement Timeline
Tools and Tips for advocating for your program

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

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

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

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

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)