

Early Education Day at the Capitol Toolkit for Ready Louisiana Coalition Members (May 18, 2021)

SAVE THE DATE

READY LOUISIANA
INVEST IN EARLY EDUCATION

EARLY EDUCATION DAY AT THE CAPITOL
MAY 18, 2021

Early Education Day at the Capitol is an advocacy day for business leaders, chambers of commerce, United Ways, advocacy organizations, early care and education professionals, and parents to educate policymakers about the importance of improving policies and increasing investment for quality early care and education for children birth through age four in Louisiana.

JEFFERSON CHAMBER
APPROVING BUSINESS. IMPROVING LIVES.

LOUISIANA POLICY INSTITUTE FOR CHILDREN
A Stronger Louisiana Starts with Successful Children

ResourceFull CONSULTING

Save the Children Action Network

United Way Capital Area United Way

United Way Louisiana Association of United Ways

United Way United Way of Southeast Louisiana

United Way United Way of Southwest Louisiana

UNITED WAY OF SOUTHEAST LOUISIANA
WOMEN UNITED
Leading the Charge | Inspiring the Change

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Early Ed Day at the Capitol Schedule

- 11:30 a.m. - 12:30 p.m.: Luncheon and press conference at the Capitol (limited in-person attendance as of April 2021, livestream provided via Facebook)
- All Day: Meetings with legislators
- All Day: Emails & calls to legislators
- All Day: Posts on social media

Other Key Documents

- [Ready Louisiana 2021 Legislative Priorities](#)
- [Ready Louisiana 2021 Talking Points](#)

Watch Party Organizing Tips for Early Ed Day Press Conference (In-Person & Virtual)

Due to COVID-19 capacity restrictions at the Capitol, it is expected that in-person attendance at the Early Ed Day luncheon/press conference will be severely limited. We are encouraging members to host watch local parties to view the livestream of the event on Facebook.

Early Ed Day at the Capitol Press Conference

Tuesday, May 18, 2021

11:30 a.m. – 12:30 p.m.

A livestream will be available on United Way of Southeast Louisiana's Facebook page:
<https://www.facebook.com/UnitedWaySELA/>

In-Person Watch Party Tips

Pre-Event

1. Determine your budget.
2. Identify your target audience and identify your ideal watch party size.
 - a. Consider the indoor and outdoor capacities and social distancing guidelines to remain COVID-19 safe.
3. Confirm your watch party location, ideally with a built-in screen, projector, audio, and internet access. Don't forget about parking!
4. Determine what COVID-19 precautions will be taken upon entry.
 - a. Temperature checks, masks required when not eating or drinking, etc.
5. Create a registration form or landing page with a deadline.
 - a. [Eventbrite](#) is free for \$0 tickets and charges low fees for paid tickets.
6. Email the [Early Ed Day sample invitation](#) to your target audience and ask them to RSVP by your deadline.
 - a. Include event details, COVID-19 precautions, parking, lunch options, etc.
7. Order lunch boxes and beverages from your chosen catering service for your attendees.

Day of Event

1. Set up your watch party.
 - a. Including but not limited to screen, projector, audio, internet access, computer, chairs, tables.
2. Pick up/receive your lunch boxes and beverages from your chosen catering service.
3. Set up your registration table.
4. Prepare for COVID-19 precautions that you included in your invitation/registration form.
5. Welcome everyone prior to the press conference which will begin at 11:30 a.m.
6. Encourage everyone to stick around after the press conference, which is scheduled to end at 12:30 p.m., so you can take a group photo to share on social media. Also encourage attendees to call and email their legislators using [these sample scripts](#).

Additional Options

- Print packets for the attendees with informational materials
- Decorate the room.
- Encourage attendees to dress in a theme, for example Women United t-shirts or in Ready LA's kelly green.

Virtual Watch Party Tips

- The press conference will be livestreamed on United Way of Southeast Louisiana's Facebook page, [linked here](#).
- We suggest hosting a preview event to set the stage for the press conference (could include guest speakers from your area) or a post-event discussion on the content presented.
- Some options for structuring your virtual party include:
 - Group Watch through Screen Sharing
 - Gather participants on a meeting platform such as Zoom at a predetermined time before the event. When the press conference begins, one user will share their screen with the stream.
 - Users can discuss the program in the chat.
 - The downside of this option is that video streaming on Zoom often lags and audio and video syncing can be an issue.
 - Individual Watch with Group Chat
 - Gather participants on a meeting platform such as Zoom at a predetermined time before the event. When the press conference begins, provide the livestream link for participants to open and watch in their own browsers.
 - Have questions ready to stimulate discussion in your Zoom meeting's chat.
 - Note: participants will need to remain on mute during the press conference.

Sample Legislator Email and Phone Scripts

- To automatically email and call your state legislator, [click this link](#). Additionally, feel free to personalize and/or use the following [talking points](#). (*Note: Thank you to Ready LA Coalition member, the Power Coalition for Equity and Justice, for helping us create this email and call alert.*)
- If you would like to target your emails to specific legislators, please feel free to use the draft email language and call script. A list of key legislators and their contact information can be found [here](#).

Tips on Making Impactful Outreach (Phone or Email)

- General:
 - Make it personal: Why do you want your legislator to support child care?

- Make the script your own. You care about child care and you should feel empowered to say why.
- Phone Calls:
 - It's likely that you will only have the opportunity to leave a voicemail. This is still important!
 - Allow response time: The person you are calling will likely be receiving many calls throughout the day. To make your call memorable, try your best to make it a conversation.
 - Include a call to action: They need to remember why you're calling. We've listed the asks below.

Sample Email

Subject: Invest in Early Care and Education Using Sports Betting Revenue

I'm writing to you today as a member of the Ready Louisiana Coalition. We ask you to support access to early care and education in Louisiana by committing all revenues from sports betting, both in-person and online, to the Louisiana Early Childhood Education Fund. This will help create a robust source of ongoing funding for Louisiana children and families.

The Louisiana Early Childhood Education Fund (Fund) offers local entities a dollar-for-dollar state match to fund early care and education programs. While there are some sources of revenue for the Fund, to-date they have not collected a meaningful amount of money. At the same time, cities and parishes from across Louisiana have begun the critical work of investigating how to invest in our youngest children. BESE will begin making matching awards from the Fund this year. **We need the state to be able to match local efforts, this year and in the future, to better serve our youngest learners.**

In November 2020, sports betting was on the Louisiana ballot. Proponents of the measure specifically called out the need to fund early care and education as a reason to vote yes, and voters in 55 of 64 parishes ultimately chose to authorize sports betting. **Louisiana needs to create a robust funding stream for the Fund to incentivize and match local investments. Please bet on Louisiana's children.**

Please contact me if you have any questions. Learn more about the Ready Louisiana Coalition at readylouisiana.org/take-action.

Thank you,

Call Script

Hi, my name is [NAME] and I'm a constituent of [NAME OF LEGISLATOR].

I'm calling representing [NAME OF YOUR ORGANIZATION] and as a member of the Ready Louisiana coalition, a statewide coalition supporting investments in early care and education in Louisiana.

Our coalition is asking that you support early care and education by committing all revenues from sports betting, both in-person and online the Louisiana Early Childhood Education Fund. This will help create a robust source of ongoing funding to the Louisiana Early Childhood Education Fund for Louisiana children and families. The Louisiana Early Childhood Education Fund (Fund) offers local entities a dollar-for-dollar state match to fund early care and education programs, but to-date the revenue sources for the Fund have not resulted in a meaningful amount. While a handful of cities and parishes from across Louisiana have begun the critical work of investigating how to best invest in our youngest children, our state needs to do more and to help local governments do more.

In November 2020, sports betting was on the Louisiana ballot. Proponents of the measure specifically called out the need to fund early care and education as a reason to vote yes, and voters in 55 of 64 parishes ultimately chose to authorize sports betting. Louisiana needs to create a robust funding stream for the Fund to incentivize and match local investments.

[if negative reaction] Thank you for listening. I hope you reconsider. Your constituents need secure child care options.

[if positive reaction] Thank you for listening. I hope you'll ask your colleagues to commit all revenues from sports betting, both in-person and online the Louisiana Early Childhood Education Fund.

Sample Invitations for Stakeholders

Save the Date

Note: Download the save the date graphic [here](#).

*Subject: Save the Date for Early Ed Day at the Capitol with **Organization***

Dear **Name**:

Organization is excited to join over 95 chambers of commerce, civic organizations, and advocacy organizations for Early Education Day at the Capitol on May 18, 2021. **Please save the date to join us. An official invitation with more details will follow.**

Early Education Day at the Capitol is an advocacy day for business leaders, chambers of commerce, United Ways, advocacy organizations, early care and education professionals, and

parents to educate policymakers about the importance of improving policies and increasing investment for quality early care and education for children birth through age four in Louisiana.

This year's Early Ed Day will include both in-person and virtual opportunities.

Investing in early care and education prepares our youngest children for school success, allows their parents to go to work, provides businesses with a reliable workforce, and pays dividends into our economy.

I hope to see you on May 18.

Official Invitation

*Subject: Join **Organization** for Early Ed Day at the Capitol*

Dear **Name**:

On May 18, **Organization** will participate in the 2021 Early Education Day at the Capitol as a member of the [Ready Louisiana Coalition](#).

Early Education Day at the Capitol is an advocacy day for business leaders, chambers of commerce, United Ways, advocacy organizations, early care and education professionals, and parents **to educate policymakers about the importance of improving policies and increasing investment for quality early care and education for children birth through age four in Louisiana.**

We invite you to join us on May 18 for the following advocacy opportunities.

- **Insert details on your legislator meetings, watch party, etc.**

Insert details to RSVP or register for these events.

A lack of access to quality, affordable child care impacts all of us. Before COVID-19, studies showed that the state's economy lost \$1.1 billion a year due to child care breakdowns and businesses lost over \$800 million a year. Working parents face grim choices, including forgoing meals or borrowing money when trying to afford child care, which can cost almost as much as a public college tuition. Children's brains develop 90% before age 5, and children who begin kindergarten behind their peers tend to remain behind.

I invite you to review [Ready Louisiana's 2021 legislative priorities here](#). This state legislative session presents tremendous opportunities for early care and education, but we must ensure every legislator knows this is an urgent issue for their community.

Sample Social Media Posts & Graphics

Social media is a powerful and effective advocacy tool. We encourage you to post on your person and organization's accounts throughout the day on May 18. Sample posts and graphics are provided below.

Sample Graphics

[Download here.](#)

Sample Posts

- **Primary Hashtags:** #InvestInECE #LaLege #ChildCareIsEssential
- **Secondary Hashtag:** #ReadyLA
- **Primary Link:** <http://bit.ly/ReadyLA2021JointStatement>
- **Key Legislator Twitter Handles:** If you'd like to tag members of key legislators in your tweets (optional), find a list of their Twitter handles [here](#).

Graphics to accompany social media posts can be found [here](#).

Sample Post 1

Louisiana's economy can't recover without child care. Let's commit revenues from sports betting to early care and education this year. Join us in asking #LaLege to support families and providers.

#InvestInECE #ReadyLA <http://bit.ly/ReadyLA2021JointStatement>

Sample Post 2

- ✓ Allows parents to work
- ✓ Sets children up for success
- ✓ Reduces cost of child care breakdowns (\$1.3 billion)

Access to early care & education accomplishes all of these goals. That's why we need #LaLege to #InvestInECE. #ChildCareIsEssential

<http://bit.ly/ReadyLA2021JointStatement>

Sample Post 3

LA's budget is tight – but less than 0.5% of state general funds go to early care and education, which is critical for our state's children, families, and businesses. **[Insert Name of Your Org]** joins @Ready_Louisiana in asking #LaLege to #InvestInECE.

#ChildCareIsEssential <http://bit.ly/ReadyLA2021JointStatement>

Sample Post 4

Louisiana's economy loses \$1.3 billion a year due to child care breakdowns. Invest in early care and education #ChildCareIsEssential #InvestInECE #LaLege #ReadyLA

<http://bit.ly/ReadyLA2021JointStatement>

Sample Post 5

Working parents in Louisiana face difficult choices, including forgoing meals or borrowing money, when trying to afford child care -- which can cost as much as an annual public college tuition. Invest in early care and education #ChildCareIsEssential #InvestInECE #LAlege #ReadyLA <http://bit.ly/ReadyLA2021JointStatement>

Sample Post 6

Every dollar spent on early care and education is a two-generation investment, so parents can work and children are set up for future educational success. Invest in early care and education. #ChildCareIsEssential #InvestInECE #LAlege #ReadyLA <http://bit.ly/ReadyLA2021JointStatement>