



CONSORTIUM
OF FLORIDA EDUCATION FOUNDATIONS

Advocacy Toolkit: School District Education Foundation Matching Grant Program



Contact your legislators today!



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Want to Know More?

- Join the Consortium Legislative Committee
- Consortium Contact List



Legislative Cycle and Committee Weeks

The 2024 Florida Legislative Cycle & Timeline

Every year, the legislative session starts in either January or March. Committee weeks lead into session and are a great way to get to know newly elected legislators and visit with key leaders in the House and Senate.

The legislative process is multi-faceted and complex, but here is an outline of key dates in the cycle:

- August-December** Consortium provides past year final report to FDOE leaders, Governor’s office, and Key Legislators, thanks them for new year funding, advocates with FDOE and Governor’s office for line item, funding priorities for the next year.
- State Board of Education votes on their budget/legislative request.
- Governor releases his budget and priorities
- September-December** Committee weeks in Tallahassee (see below) but also a great time for meetings with legislators in home offices by Consortium members to thank them and advocate for new year funding
- January 9** Legislative Session (*Session lasts 60 days unless special extension called for*)
- Early February** First Legislative Budgets Released (Two versions, House and Senate)
- Late February** Conference Period – Members of both House and Senate are assigned to subcommittees with the goal of reconciling their respective budgets.
- March 8** Final Budget voted on and Session ends
- 15 Days Post-Session** Governor’s deadline for signing the budget
- June–July** Estimated 1st round funding released to Consortium members and final reports filed for the previous year. The Consortium completes reporting and application process for new year funding.

<p style="text-align: center;">2023-24 Legislative Committee Meeting Schedule September 18-22 (House only) October 9-13 (Senate only) October 16-20 November 6-9 November 13-17 December 4-7 December 11-15, 2023</p>
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2024 Key Legislative Session Contacts

The Florida House: www.myfloridahouse.gov

Speaker: Paul Renner
Speaker Pro Tempore: Chuck Clemons
General Appropriations Chair: Tom Leek
Education Appropriations Chair: Josie Tomkow
Education & Employment Committee Chair: Ralph Massullo

House of Representatives

House Speaker Paul Renner
4877 Palm Coast Parkway NW, Suite 1
Palm Coast, FL 32137
Social:
FB @RepPaulRenner
TW @Paul_Renner

Representative Chuck Clemons
105 Southwest 140th Court, Suite 1
Newberry, FL 32669
Social:
FB @ChuckClemons22
TW @ChuckClemons21

Representative Tom Leek
1540 Cornerstone Boulevard, Suite 240
Daytona Beach, FL 32117
Social:
FB @tomleekforstatesenate
TW @leek_tj

Representative Josie Tomkow
315 Pontotoc Street
Auburndale, FL 33823
Social:
FB @josietomkowcampaign
TW @JosieTomkow

Representative Ralph Massullo
106 East Dampier Street
Inverness, FL 34450
Social:
FB @rephalphmassullo
TW @RalphMassullo

The Florida Senate: www.flsenate.gov

President: Katheleen Passidomo
President Pro Tempore: Dennis Baxley
General Appropriations Chair: Doug Broxson
Education Appropriations Chair: Keith Perry
Education Committee Chair: Corey Simon

Senate

Senate President Kathleen Passidomo
3299 East Tamiami Trail, Suite 203
Naples, FL 34112
Social:
FB: @KathleenPassidomo
TW: @Kathleen4SWFL

Senator Dennis Baxley
206 South Hwy 27/441
Lady Lake, FL 32159
Social:
FB @senatordennisbaxley
TW @dennisbaxley

Senator Doug Broxson
418 West Garden Street, Room 403
Pensacola, FL 32502
Social:
FB @dougbroxsonfl
TW @DougBroxson

Senator Keith Perry
5700 SW 34th Street, Suite 225
Gainesville, FL 32608
Social:
FB @KeithPerryFL

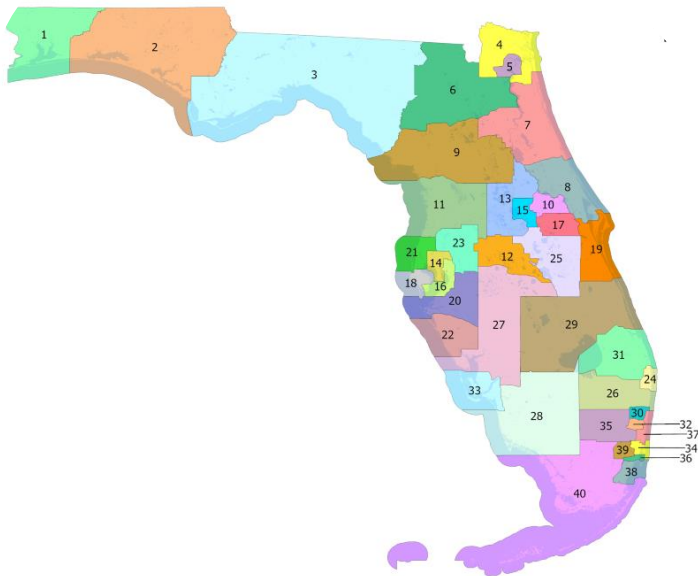
Senator Corey Simon
302 Senate Building
404 South Monroe Street
Tallahassee, FL 32399-1100
Social:
FB @SimonForFL
TW @csime90



How to Identify Your Senator

The Florida Senate: www.flsenate.gov

- Click on Senators and browse to find specific districts, legislators, or counties.
- Use the blue box to find a legislator using your ZIP+4 or address.
- Details for each legislator, shown to the right, include names and titles of aides, contact information for both district offices and Tallahassee offices, lists of committee assignments, and a map of the individual's district.
- Click on Committees to look up senators by the committee they serve.



Home » 2022-2024 Senators » Senator Broxson

2022-2024
Senator Doug Broxson
Party: Republican
Committee Assignments
To Be Announced

Quick Links
• [Effective Communication with a Legislator](#)

Contact:
[Email this Senator](#)

District Office
418 West Garden Street
Room 403
Pensacola, FL 32502
(950) 595-1034
Senate VOIP: 40100

Legislative Aides
Victoria Bell, Hal George, and
Janice Gilley

Tallahassee Office
208 Senate Building
404 South Monroe Street
Tallahassee, FL 32399-1100
(950) 487-5001
Senate VOIP: 5001

District 1 | Bills Introduced | Media | Personal & Career

District 1
Maps: [Letter Size \(PDF\)](#) | [Poster Size \(PDF\)](#)

Consists of Escambia, Santa Rosa counties and part of Okaloosa county

Map is linked to The Florida Senate District Maps page. Clicking any of the districts will take you to the individual member's profile (as seen on right)

Florida House of Representatives www.myfloridahouse.gov

- Click on Representatives tab to see all House members and scroll
- Use the blue button labeled “Find your Representative” to find a legislator using your address.
- Details for each legislator include names and titles of aides, contact information for both district offices and Capitol offices, lists of committee assignments, and a map of the individual’s district.
- Click on Committees to look up representatives by their assigned committees.



SHANE G. ABBOTT

District: 5 -- Republican

Legislative Aide: Samantha Sullivan	District Aide: Ann McGraw Max Scott
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Contact Member
Calhoun, Holmes, Jackson, Walton, and Washington

Sponsored Bills

Biographical Information

City of Residence: DeFuniak Springs
Occupation: Pharmacist, Business Owner
Spouse: Holley Abbott of Milton, FL
Child(ren): Dre Matthews, Tanner Abbott, Tinsley Abbott, Nate Abbott
Grandchild(ren): Dreyson Matthews
Education: Pensacola State College, AA, 1993-1995; University of Florida, BS, Pharmacy, 1995-1998
Born: West Palm Beach, FL
Religious Affiliation: Christian
Recreational Interest: fishing, hunting

Legislative Service

Elected to the Florida House of Representatives in 2022

Photo is linked to The Florida House District Maps page. Clicking any of the members will take you to the individual member’s profile (as seen above)



How to Track Committee Work, Receive Meeting Notices, and Listen to Meetings

First you must register with both the house and senate. After registering, you can track bills, committee work, press releases, etc. On the “Committee” sites there is an archive of meetings and documents that are available for review.

To track House activity:

Myfloridahouse.gov – register for tracking first.

FLORIDA HOUSE OF REPRESENTATIVES
Tuesday, October 10, 2017

Home Bills Publications Representatives Leadership Committees House Schedule Tracking Public Guide

Find Bill Regular Session 2018 Bill # Bill Text Search Find Statute 2017 Search Term Chapter Search

Home Legislative Tracking

Legislative Tracking System

The House Legislative Tracking system allows users to identify and track specific bills and committees throughout the legislative process. When you create a Legislative Tracking account, you can personally select and follow the issues you care about and receive automatic updates when the status of those items changes. Your legislative Tracking settings can be updated at any time so sign up today to enjoy the advantages listed below:

- Add House and Senate bills to your list by number
- Add House Committees to your list
- View the legislative status of your bills
- Modify your list at any time
- Choose frequency of e-mail updates

[Tracking User Guide](#)

Login **Registration**

Username

Password

Stay Signed In

Don't have a Legislative Tracking Account, make sure you sign up today so you can start tracking Bills and Committees.

Then go to committees, find the ones you are interested in, and click.

Home Bills Publications Representatives Leadership Committees House Schedule Tracking

Find Bill Regular Session 2018 Bill # Bill Text Search Find Statute 2017 Search

Home Committees

Committees for 2016 - 2018 (Speaker Corcoran)

Display Committees for 2016 - 2018 (Speaker Corcoran)

Proposed Committee Bills (PCBs) and Proposed Committee Substitutes (PCs) by Session
Regular Session 2017

Appropriations Committee

- Agriculture & Natural Resources Appropriations Subcommittee
- Government Operations & Technology Appropriations Subcommittee
- Health Care Appropriations Subcommittee
- Higher Education Appropriations Subcommittee
- Justice Appropriations Subcommittee
- PreK-12 Appropriations Subcommittee
- Transportation & Tourism Appropriations Subcommittee

In the top right corner, click Add to Tracking.



Health Care Appropriations Subcommittee

Location: 221 The Capitol * 402 South Monroe Street * Tallahassee, FL 32399-1300
Contact: (850) 717-4810
Next Meeting: October 11, 2017 3:30 PM [View Notice](#) [Appear at Meeting](#) [Add To My Calendar](#)

[Add to Tracking](#)

With the Senate, same process.

Flsenate.gov – click Tracker at top right

THE FLORIDA SENATE

Home Senators Committees Session Laws Media About Offices Reference **Tracker**

The Senate will convene on January 9, 2018, for the 2018 Regular Session.

Sign up, then click on committees, choose the committee you want to track, and click the tracking icon on the top right.

FLORIDA SENATE

Home Senators **Committees** Session Laws Media About Offices Reference **Track**

Committee on Pre-K - 12 Education

Appropriations Subcommittee on Pre-K - 12 Education

Members

Chair: [Senator Kathleen Passidunas \(R\)](#)
Vice Chair: [Senator Dana G. Yonke \(R\)](#)

- [Senator Doug Brinson \(R\)](#)
- [Senator Gary W. Farmer, Jr. \(D\)](#)
- [Senator Devlin Grimley \(R\)](#)
- [Senator Tom Lee \(R\)](#)
- [Senator Bill Amentford \(D\)](#)
- [Senator Darryl K. Rife, Retired \(D\)](#)
- [Senator Greg Steube \(R\)](#)

[Tracking this Committee's Meetings & Publications](#)

APPROPRIATIONS (BUDGET)



Suggested Remarks for Local Delegation Meetings

- Open with brief greeting and thank the legislative delegation for their time
- Introduce self, we are the **NAME OF ORG**, the local education foundation aligned with **XX** school district. As such, we **...explain relationship with the district and major programs/buckets of work.**
- Key to our success: Being able to leverage state funds to encourage private sector investment in classroom innovation through the **School District Education Foundation Matching Grant Program.**
- Of the \$6 million allocated for this school year, our education foundation is receiving **\$\$\$ AMOUNT** which we doubled with private donations to fund opportunities like (**GIVE EXAMPLE, TELL QUICK STORY, bring their attention to the District Impact Summary that tells them what is happening in the specific districts of each legislator!**)
- Statewide, through the Consortium of Florida Education Foundations, funding is supporting locally driven initiatives in nearly all of our state's county-wide school districts. These funds are flexible, focused and accountable. Each local project has measurable outcomes and specifically designed to address priority areas in those communities.
- We ask that you make this proven statewide program a priority in the PreK – 12 Education Budget for 2024-25. We are requesting \$7 million for the School District Education Foundation Matching Grant Program to continue to innovate learning and power the potential of our students and teachers. The \$1,000,000 increase will enable local education foundations like us to be responsive to Florida's education issues like retaining top teachers and workforce career pathways. **(Two page request is in their packet)**

- Please reach out to us if you have any questions about the impact of these matching funds in our local classrooms – or even let us show you firsthand at **invite to upcoming event**.

Note: *Feel free to personalize and specifically acknowledge any legislators who are connected in any way to your education foundation – met with you in Tallahassee, have come to your events, been an advocate for the program in the past. Please also follow up with a quick thank you and make sure your databases include them and their staff. Finally, please let Mary know if you get any feedback or questions after your remarks. Thank you for making this important legislative advocacy work a priority!*



CONSORTIUM
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Statewide Reach. Local Impact. For Students.

Preparing for Being in Tallahassee with Consortium (January 2024)



A Couple of Things to Think About Before Tallahassee

The Moore Agency offers [some considerations](#) for your time in Tallahassee to prepare for your success:

IDENTIFY YOUR TARGETS: The following are elected officials from my area, or in a leadership role, that I can reach out to and educate on my issue:

- _____
- _____
- _____

THINK IN ADVANCE: The following is a list of questions elected officials may have about my issue that I should be prepared to answer when I meet with them:

- _____
- _____
- _____

The following are facts/figures and resources I should have in advance of my meetings with elected officials to best help them understand my position on an issue:

- 2024 Consortium Legislative Ask Piece (2-pager) (provided by Consortium)
- District Impact Summary (provided by Consortium)
- _____

The following are partners/additional voices (who share my perspective) I should encourage to meet with the same elected officials:

- _____
- _____
- _____



Setting Meetings with Legislators

1. **Identify Your State Representative(s) and Senator**
2. **Call the Capitol Office** to get on their radar as soon as you can. You want to make sure to call their Capitol Offices in Tallahassee, not their District Offices
3. **Ask for an Appointment.** When you call the office, you will probably be speaking with an assistant or legislative aide. Explain that you are participating in the Consortium's Legislative Day at the Capitol (January 10th and 11th). Ask if you can arrange some time to meet with the representative or senator to talk about the School District Education Foundation Matching Grant Program and local education foundation.

Your legislator's calendar will probably not be available yet, but the secretary will take your name and information to add to the list of people who want to meet with the legislator.

4. **Learn About Your Elected Officials.** Learn more about your representative and senator. How long have they been in office? What did they do before becoming an elected official? Where did they go to school? What did they study?

By doing this research, you will know what points you can use that will connect more with your elected official. If their history is not something that you necessarily connect with, do you know others in your community (board members?) that could make that connection? Invite them to join you!

5. **Make a Plan.** Elected officials and staff are busy people. They have many citizens that want to meet with them each day. Your meeting could last 3 minutes or 15 minutes – plan for both.

Decide what you want to talk about (*Legislative Ask piece!*) and write notes on what you want to say. Know your main points and practice answering questions that legislators may ask.

6. **Call your legislators' Capitol Office again** 1-2 weeks (prior to holiday break) before our days at the Capitol. The office's secretary or a legislative aide should now have their schedule for that week.

Sometimes, the representative or senator will have meetings throughout the whole week that they must attend. In this case, you can meet with their legislative aide. Don't be disheartened

though! These legislative aides are incredibly knowledgeable and work very closely with the representatives and senators. They will pass on the information you share to your elected official.

Make sure you are clear about how many people will be attending so that they can ensure they have the space for you.

7. If you're meeting with your legislator in-person, make sure to give yourself time to go through building security, travel through the building by steps or elevator, and get to the office. You'll want to plan to be there 5-10 mins. early so that you can start as soon as the legislator is available.

If you're meeting with your legislator virtually, plan to be on your video call at least fifteen minutes early so that you are ready to go when your elected official logs on.

Planning to be early will ensure that you are utilizing all the time possible that your legislator has made available for you.

8. After your meeting, **send a thank you letter** to your representative's and senator's offices for taking time to speak with you.



Tips for Meetings with Legislators and Staff

[The Moore Agency offers some legislative Dos and Don'ts](#) when meeting with legislators and staff:

- DO identify yourself, your role, where you are from, and the purpose of your visit. Also, thank them for their public service.
- DO address the elected official as Senator or Representative.
- DO leave your card with the elected official and the staff you visit.
- DO offer to wait, if it will not affect another appointment, or come back if it seems better.
- DON'T insist on your position. You are providing information to help them make their own decision. Provide your own rationale for your position and answer any questions you are able to answer.
- DON'T offer criticism of other persons or organizations. If you have to identify possible opposition, do so with respect for the reasons they may have.
- DON'T answer a question that you are not sure of; instead, offer to follow-up with them at a later time.
- DO make a note of any issues or concerns raised by the legislator or staff so you can follow up with them and provide them with relevant information if necessary.
- DO end the meeting by thanking them for taking time out of their busy schedule to hear your concerns.
- DO ask them for a photo. This is wonderful content for you to share with others back home.
- DO recognize them publicly (on social media) and thank them for taking the time to listen. Be sure to tag them and use any official campaign hashtags.



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Talking to Legislators About the School District Education Foundation Matching Grant Program



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24-25 Request & Proviso Language

Please reach out to the Consortium team for a digital copy of the two-page legislative request with the 2023-2024 current proviso language included.

Note: We will keep you updated on when we receive a line item in the 24-25 budget with this year's proviso language.



\$1 for \$1 Match To Innovate Learning and Power Potential in Florida's Classrooms
Statewide Reach. Local Impact. For Students.

STATEWIDE OUTCOME HIGHLIGHTS

<p>✓</p> <p>More than 2 million students impacted</p>	<p>✓</p> <p>More than 121,000 teachers involved</p>	<p>✓</p> <p>Matched with more than 320 private-sector partners</p>
<p>CAREER AND TECHNICAL EDUCATION</p> <p>80% pass rate for students taking AEST Associated of Agriculture Industry Certification exam.</p> <p><i>Outcome From "Outstanding One" Jefferson County Educational Foundation</i></p>	<p>INCREASING GRADUATION RATES</p> <p>99% of participating high school seniors graduated on time.</p> <p><i>Outcome From "Empowering Students to Succeed" Sumner Schools Educators Foundation</i></p>	<p>LITERACY</p> <p>74% of participating at-risk students graduated to advance to the 4th grade.</p> <p><i>Outcome From "Readment Builder Monitoring Program" Education Foundation for Duval County</i></p>
<p>LOW-PERFORMING STUDENTS</p> <p>85% increase in attendance of participating students.</p> <p><i>Outcome From "Increase Academic Achievement through Mentoring" Manatee Educators Foundation</i></p>	<p>STEM EDUCATION</p> <p>87% of participating 8th graders were able to identify native plants and animals.</p> <p><i>Outcome From "Mindful to Environment Educator" Foundation for Seminole County Public Schools</i></p>	<p>TEACHING QUALITY</p> <p>85% of participating teachers found that their experience helped to expand or improve their instruction.</p> <p><i>Outcome From "Mission Driven Leadership" Ponce Education Foundation</i></p>

2024 Request: \$7 Million

LINE ITEM IN 2022-2023 BUDGET: LINE 89 IN THE K-12 "NON-FEFP" SECTION (\$6 Million):
Funds in Specific Appropriation 89 are provided as challenge grants to public school district education foundations for programs that serve low-performing students, technical career education, literacy initiatives, Science, Technology, Engineering, Math (STEM) Education initiatives, increased teacher quality, and/or increased graduation rates as provided in section 1011.765, Florida Statutes. The amount of each grant shall be equal to the private contribution made to a qualifying public school district education foundation. In-kind contributions shall not be considered for matching purposes.



At the Consortium, our work is about students. It's about teachers. It's about connecting them with the resources they need to be successful in the classroom and in life. Our mission is to connect individuals, organizations and financial resources to build the capacity and impact of local education foundations.

Collectively, the Consortium's 62 local education foundation members raise \$85 million annually and serve 89% of the state's K-12 students. These locally driven nonprofit organizations, innovate learning, power student and teacher potential and celebrate success.

RESPONSIVE & RELEVANT TO FLORIDA EDUCATION PRIORITIES

TEACHER Leadership Development & Retention

- ✓ Celebrate and recognize outstanding teachers
- ✓ Support professionals in becoming teachers
- ✓ Engage teachers in standards-aligned professional development
- ✓ Elevate teacher voice through roundtables, expos, and leadership councils
- ✓ Fund teacher fellowship opportunities and action research projects

CAREER EXPLORATION AND WORKFORCE DEVELOPMENT

- ✓ Coordinate early career exposure and exploration opportunities
- ✓ Facilitate work-based learning and internships for students
- ✓ Help students graduate with a plan for life after high school
- ✓ Build college and career culture with site visits, FA/SA assistance, and scholarships
- ✓ Provide start-up funding and business connections for career academies



CONTACT:
Mary Chance, President/CEO
marychance@cfef.net • 352.318.8574
educationfoundationsfl.org



FAQs on the School District Education Foundation Matching Grant Program

How are you making a difference in our schools with this funding?

Your own local elevator pitch (see template)...Story + Data + Name Drop = Home Run

What is the line item #?

This is a bit of a trick question because there is no budget yet for 2024-25. But for the current year, we are Line 89 in the K-12 “Non-FEFP” Section of the Budget. We are always in this section of the budget and around the same number.

How much were you funded for this year?

Our funding for 2023-24 was \$6,000,000

What exactly is your request?

Our 2024-25 request is for \$7,000,000 in total funding to support increased interest in retaining teacher talent and workforce development initiatives

Who are your sponsors?

Of the \$6 million we received in 2023-2024, \$6 million is considered “recurring” funding and does not need a sponsor. Senator Jennifer Bradley and Representative Sam Garrison are our sponsors for the additional \$1 million in the 2024-25 fiscal year.

Is this a local request?

No, this is a statewide appropriation, not a local request.

What is the statewide impact of this funding?

By matching the state’s investment 1:1, we are doubling impact on students and teachers immediately. By leveraging the match we attract new business and philanthropic investment in our classrooms – including several national donors, like **EXAMPLE**, who are encouraged to invest in Florida schools versus elsewhere in the U.S. through the match opportunity!

Each year, our Consortium reaches out to the education foundation in every county-wide school district with this dollar-for-dollar match opportunity and provides support and resources to help them raise the cash match and develop strong programs. Just last year, 112 local projects were implemented thanks to this match, reaching including our project that **LOCAL EXAMPLE/STORY**.



Developing Your Elevator Pitch

Here are a few questions to help you develop your legislative story. It should be approximately 2 minutes!

1. Who are you?
2. Where are you from?
3. Why are you here today?
4. What is your matching grant story? *Share both data and anecdotes!*
5. How are you leveraging the state matching dollars? Who is providing the private-sector match?
6. Do you have demonstrated need, a goal or new program idea in mind if we receive an increase in funding? *Make the case for an increase!*
7. What is your specific request of the legislator?



Answering the Critical Questions: Who Cares?

Who Before Why: The Politics

- Elections Matter
- Money Matters
- Voters Matter

Before the Ask

- Survey the political landscape for “wind” issues or “sand” issues
 - ⇒ “Wind” issues—simple, easy problems
 - ⇒ “Sand” issues—difficult topics with a lot of political problems
- Research your legislator’s voting history on your issue(s) or campaign platform
- Know what you want and why

Framing the Ask: The WHO Model

- Who cares about this issue?
- How can the legislator help?
- Outcomes over Outputs

When meeting with legislators...

- Be On Time
- Be Polite
- Be Prepared
- Be Concise

After the Ask, Follow-Up:

- Thank you letter/email from CEO
- Thank you letter/email from Board Chair
- Galvanize volunteers for email campaign

Important Note

- Meeting with STAFF is akin to meeting with the legislator
- Be courteous, polite and respectful to staff as they are the link between constituents and legislators
- Legislators often look to staff for their opinion on issues before voting



Talking Points for First Meeting with Legislator

Tips:

- When talking to or writing to legislators we want to strive for a unifying message that starts with WHY we do what we do, then explaining HOW and WHAT.

<https://startwithwhy.com/>

- Leading with numbers, program names and jargon can be confusing, and it doesn't sound like we are all talking about the same program.

Set the Stage:

- Open with brief greeting and thank the Senator/Representative for their time
- Introduce self, we are the **NAME OF ORG**, the local education foundation aligned with **XX** school district. As such, we **...explain relationship with the district and major programs/buckets of work.**

Broader Conversation Starters:

- Every student deserves to realize their full potential. Our future economy depends on a well-educated workforce. Teachers and schools can't do it alone. They need business and community support to innovate learning and power the potential of individual students and teachers.
- Florida has a strong network of local education foundations in virtually every school district (educationfoundationsfl.org). We bring communities together to provide that support with 1,100 volunteer board members **working in partnership with school district leaders.**
- **With the \$1 for \$1 match through the School District Education Foundation Matching Grant Program**, the XXX Foundation is QUICK PROGRAM DESCRIPTION OF WHAT THE PROGRAM MEANS IN HOME DISTRICT. ADD: BRIEF DATA POINT AND/OR SPECIFIC STORY – two sentences max – can provide extra detail, board list if you choose.
- These funds are being leveraged in 60 school districts this year, so it is truly a statewide program. We know this is a difficult budget year, but we also know we have an imperative to support our students, teachers, and schools even more during this critical time. **Our 2024-2025 request is \$7 million.**
We pledge to double every \$1 the Florida Legislature appropriates and look forward to sharing the results of this investment in Florida's future with you.



Calling Your Legislator

When time is of the essence, there is no more effective way to impact our issue than a personal call from a constituent!

Here are some helpful tips for getting in touch with them:

- Give your name and address to the person answering the phone. Make it well known that you are a constituent.
- Clearly state your position on the issue. Be sure to ask for a favorable action on your position. Don't leave your call open to interpretation. Be clear, brief, and confident!
- Request a follow up from that office on any action. Ask the staff liaison to inform you of how the legislator voted on the issue, etc.

Note: Phone calls may specifically be requested in the final days of session when budget negotiations intensify until a final budget is agreed upon by the House and Senate. If you are asked to put in a phone call during this time period, it is critical to do it immediately!



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Communications Tools and Templates



Sample Thank You Letter for Current (23-24) Year Funding *(send to local legislators NOW)*

Below is a sample letter for you to send on your letterhead.

DATE

NAME/ADDRESS (See Page 6 & 7)

Dear Senator/Representative _____:

On behalf of **NAME OF FOUNDATION** and our statewide network of local education foundations, please accept our tremendous gratitude for your support of the \$6 million in recurring funds for the School District Education Foundation Matching Grant Program for 2023-2024.

The ability to leverage a 1:1 match for business, philanthropic and individual contributions to innovate learning and provide impactful support for our students and teachers is incredibly powerful for our local fundraising efforts!

BRIEFLY PROVIDE EXAMPLE/STORY TO DEMONSTRATE HOW YOU USE YOUR SHARE OF THE 1:1 MATCH AS APPROPRIATE FOR LOCAL NEEDS AND CONTEXT WITH DATA POINT OR OUTCOME AND/OR SHARE HOW THE MATCH WILL HELP FUNDRAISING EFFORTS FOR NEXT SCHOOL YEAR (ENCOURAGING PRIVATE INVESTMENTS)

Thank you for your confidence in our ability to power the potential of Florida's students and teachers through this proven statewide program. We look forward to sharing the results with you!

With Gratitude,

SIGNATURE

NAME

TITLE

Items you might include:

- Collateral material
- Student/teacher thank you notes
- Program information
- Invitation to upcoming event



Sample Matching Grant Press Release 23-24 Year Funding

(Send to local media NOW)

Customize and print on your letterhead for press release. For electronic copy, go to www.educationfoundationsfl.org, log into Members Area and type "Matching Grant Press Release Template" in the search bar.

For Immediate Release – Date

For More Information Contact: Local Executive Director Name 000/000-0000 or (email)

Local Education Foundation Receives Grant to.....

The Consortium of Florida Education Foundations (Consortium) recently awarded **Foundation Name Here** \$\$\$\$\$\$ in matching funds through the School District Education Foundation Matching Grant Program.

One or two paragraphs of localized information about your project goes here, including:

Project Title

Who, What, When, Where, Why?

Timeline of project

Quote from Participant(s)

Were there any additional partners involved?

Include photo if possible

The Consortium has received legislative matching funds which provide a dollar-for-dollar incentive for local education foundations to raise private contributions for eligible projects for more than 20 years. Since the inception of the program, more than \$156 million in combined private and state dollars has been provided for local projects that serve students, literacy initiatives, encourage STEM and career/technical education, increase classroom innovation, support teachers, and/or increase graduation rates.

The Consortium is the membership organization for Florida's school district-wide local education foundations. Established in 1987, the Consortium connects individuals, organizations, and financial resources to build the capacity and effectiveness of local education foundations throughout the state in achieving student success. The Consortium now has 64 member foundations with 1,200 business and community leaders serving as volunteer board members. Collectively, the local education foundations raise \$83 million annually to support students, teachers, and schools through a variety of programs. The Consortium has facilitated more than \$72 million to local education foundations since 2002 through various private- and public-sector partnerships, including the State of Florida School District Education Foundation Matching Grant Program.

To learn more about the Consortium and the statewide impact of the program, visit www.educationfoundationsfl.org.

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Thank Legislators, Not Consortium!

Don't get us wrong, we LOVE it when you have students and teachers send us thank you letters, and when you include the Consortium in your annual reports and websites as a contributor to your foundation!

But it is FAR more important that you thank the **State of Florida School District Education Foundation Matching Grant Program** in your materials, events, and media exposure.

Please be sure to use the proper name of the program, acknowledge the program at the appropriate \$ level (just like you would any other sponsor) and use the State of Florida seal below along with the program name. *You can also find this in the Resource Library of the Consortium Community.*

Who do you have represent this "sponsor" at events and invite to see the program results? Your local legislators, of course! You want to encourage them to OWN the program – just like you would any other sponsor.

If you are having a really high-profile effort or opportunity, let Mary or Makayla know and we can invite one of the key legislators to come and be recognized, hand out checks, etc.



Recognizing Legislators as Sponsors

It is important to treat your local Legislators as you would any other sponsor at the same level. Here are some suggestions for recognizing Legislators as sponsors:

- Invite your local Legislator to an event or gala and honor them for their efforts in making the Matching Grant program possible.
- Invite local Legislators to hand out checks to teachers for Matching Grant projects and to see projects in action.
- Encourage teachers and students to write personalized thank you letters to local Legislators, thanking them for making their programs possible. Include pictures!
- Offer them the same amount of recognition and exposure that you would offer to any other sponsor who donated the same amount of money that you received in matching grant funds.
- Serve as the Legislator's personal host during the event. Show them around, introduce them to important people, and make sure they have everything they need.

Inviting a Legislator to a Virtual or In-Person Event

- You will most likely speak with a legislative staff person in the Legislator's office to coordinate details.
- Give the staff person your name, organization, and contact information.
- Explain details of the event such as time, date, location, and purpose of the event.
- Send all event information to the Legislator or staff person prior to the event. Include:
 - Date, time, location or virtual format
 - Directions/Link
 - Expected attendance
 - Schedule of events
 - Your contact information
- The day before the event, contact your Legislator to confirm the details and answer any last-minute questions.
- Don't be offended if they can't come to your event! They are busy, too!
- **Don't forget to send a thank you note after the event!** Also let us know how it went and send pictures!



Writing an Op/Ed Column or Letter to the Editor (Send before session begins in January 2024)

Writing a guest Opinion/Editorial Column or letter to the editor can be a very effective way to express your position on the Matching Grant program. This could be done early in the school year when you are rolling out your programs funded by the matching grant. Here is a template Op/Ed column that could be adapted; a letter to the editor should include the same information but will need to be more concise:

As a volunteer leader with the **NAME OF LOCAL EDUCATION FOUNDATION**, I have seen how our efforts to support local students, teachers and schools are making a difference this school year. **GIVE ONE OR TWO EXAMPLES OF LOCAL MATCHING GRANT SUPPORTED PROJECTS WITH RESULTS.**

NAME OF COUNTY businesses, civic organizations and individual donors support our work because they share our strategy of investing in today's students to build a stronger foundation for our future community. One of the reasons they continue to give is that we are frequently able to leverage their contribution through the School District Education Foundation Matching Grant Program with a dollar-for-dollar match from the State of Florida. Florida is a national leader in this matching grant program for K-12 education and we are pleased that our legislative leaders see the value in this investment. Besides leveraging each state dollar, this program encourages further engagement by local education foundation board members as we work with school system leaders to develop innovative programs that are responsive to local student achievement needs.

Last year alone, 60 county-wide school district education foundations including ours are participating the program through the Consortium of Florida Education Foundations. Since 2001, the nearly \$70 million invested by the State of Florida in this program has encouraged 1,200 board members like me to raise far more to innovate learning and support Florida's students and teachers.

With the 2024 Legislative Session **APPROACHING/UNDERWAY** we realize our legislators will have to make tough decisions in their own budgeting process. Many of them have already indicated their support (**INCLUDE LOCAL LEGISLATORS WHO HAVE PLEDGED SUPPORT IF APPROPRIATE**) and we are confident they will make this matching grant program a priority. For my part, I pledge to work even harder in the coming year to provide a strong return on the investment for **NAME OF COUNTY** students. The stakes have never been higher for our schools and our state, and I am honored to be involved in the important work of the **NAME OF LOCAL EDUCATION FOUNDATION**.

NAME

BUSINESS AFFILIATION (IF APPROPRIATE)

BOARD MEMBER

FOUNDATION NAME



Legislative Request in PPT Slide Format

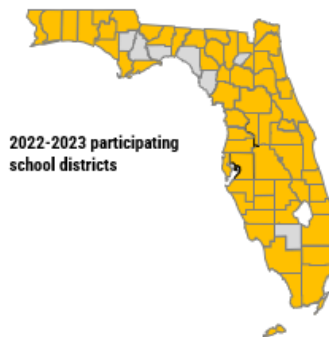
We learned during COVID how effective a 10-minute virtual meeting with a legislator can be. They can allow you to include a board member, superintendent, or teacher with a minimal time commitment.

To help you frame the statewide story and your local impact, we're providing [these three slides](#) to help you tell the statewide story with basic information about the program for use in virtual meetings and events.

Note: If meeting virtually, be sure to notify the meeting organizer in advance that you have slides and would like screen-sharing abilities and/or send your slide deck in advance of the meeting.

2022-23 Reach & Impact

- 1:1 Cash Match
 - Business, Civic, Individual Contributions
- 60 Counties
- 2 Million+ Students Impacted
- 121,000+ Teachers Impacted
- 112 Projects in:
 - Career & Technical Education
 - Literacy
 - Increasing Graduation Rates
 - STEM
 - Low Performing Students
 - Teaching Innovation



[Click Here for Impact Report](#)



Current Appropriation:
\$6,000,000

Line 89 in 2023-24 Budget, K-12 "Non-FEFP" Section



[Click Here for Current Proviso Language](#)

**2024-25 General Revenue Request:
\$7,000,000 Total Funding**



Contact: Mary Chance, Consortium of Florida Education Foundations
marychance@cfef.net





Sample District Impact Summary

District Impact Summaries are customized for each legislator, providing a summary of Matching Grant projects in their legislative district. When meeting with a legislator, be sure to include a copy of the legislative request and their customized District Impact Summary with any materials you provide. These can be obtained by contacting Makayla at the Consortium.

2022-23 School District Education Foundation Matching Grant Program DISTRICT IMPACT SUMMARY



Senate District 13 (Lake and Orange Counties)
Prepared for Senator Dennis Baxley
Total Students Impacted: 31,900
Total Teachers Impacted: 1,696



\$489,915 is being matched in District 13 with private-sector investments from Duke Energy, The Able Trust, Seco Energy, The Salvation Army, Publix Super Markets, Bank of America, Bond Foundation, Elevation Church of Orlando, Lockheed Martin, Northrop Grumman, Orlando Magic Youth Foundation, VoLo Foundation, Wells Fargo, OCPS Gives employee campaign donors, License4Learning individual private donors and many others to bring the total investment in the District to more than \$1,727,254!

We hope that we can count on your support to keep private-sector dollars being matched \$1 for \$1 with the School District Education Foundation Matching Grant Program.

Education Foundation of Lake County

Today's Choice for Tomorrows Future

Number of Students Impacted: 12,669

Number of Teachers Impacted: 319

The focus of the Foundation and this project is to prepare and engage students for life after high school. This was accomplished through six distinct program areas:

1. Classroom innovative grants provided students with opportunities for hands on learning in the classroom. The goal was to improve and expand career and technical education programs at all levels to meet student interests and workforce demands and provide resources to increase STEM opportunities for all students.
2. Aviation, Robotics and Construction programs exposed students to math, coding and the ability to put what they learned into practice. The goal was to increase student interest in career academies and STEM careers.
3. The High School High Tech program is designed to motivate students with all types of disabilities to graduate from high school and pursue their interests in STEM related careers.
4. Back to School Faire supplied low performing students with essential supplies needed in the classroom.
5. Apple-Mart supplied teachers with both school and professional supplies, for their classroom.
6. A Teacher Advisory Council was created and implemented across the district to set guidelines and best practices for grading, intervention and student discipline.



Social Media Tips & Tools

A significant part of advocacy is providing information and building relationships. Legislators need to know what education foundations do, where we do it, who we serve, and how their support enhances the lives of their constituents.

Nearly all state legislators have a Twitter and/or Facebook account. They use social media to “talk” to their constituency – informing us of the work they are doing. LEFs can build relationships by following (or liking) legislator pages and providing consistent feedback or recognition where appropriate.

Plus, legislators **LOVE** when constituents give them free positive publicity and social media is preferred by many due to its broad reach and popularity.

Tips

1. Do **TAG** legislators and the Consortium in your posts so we can promote them! Look up your legislators social media handles (included in this toolkit) on all of your preferred platforms and put them in an easily accessible place so you don’t forget!
2. Use the post examples below but add local context or share a success story with **photos**.
3. Do **re-share posts** that legislators make about you or education in general. A simple “Thank you for supporting Florida’s students” will work.
4. If you hold an event or have an activity that involves a legislator, immediately thank them for coming on social media. **Mention them by name** and be sure to use “Senator” or “Representative” when making that reference. If possible, **post a picture**. They like having pictures taken so don’t be shy!

Post Examples

1. Thank you to **Senator/Representative XXXX** for your continued support of Florida’s Education Foundations! **(tag other foundations in their area if appropriate)**
2. **Heading to a legislative delegation meeting for your three minutes of fame? Post it before and after!**
 - a. Meeting with the **County Name** County Delegation this morning to share the impact of matching funds (and tag all the legislators who will be there).
 - b. **Then do it again later – with a picture if possible** – Enjoyed sharing how **Education Foundation Name** leverages School District Ed Foundation 1:1 Matching Grant funds with **@XXX** and **@XXXX** today.

3. Great time today presenting to **Senator/Representative XXXX** and the **County Name** County Delegation **(you can tag other members as well)** about expanding support for Florida's students and teachers through the School District Education Foundation Matching Grant Program.
4. Thanks to **Senator XXXX/Representative XXXX** for your interest in and support of the School District Education Foundation Matching Grant Program.
5. **When your teachers start posting all those great pictures, add the legislator tags when you share and retweet. When appropriate, include statements such as:**
 - a. This is one of many opportunities made possible through the 1:1 state matching grant program, thank you **@xxxx, @xxxx**.
6. **If you can get a commitment from a legislator to come to an event, give them time to address the crowd, plan to take a picture for posting later, and **BEFORE** the event post:**
 - a. Looking forward to hearing from **Senator/Representative XXXX** at the **Event Name**.
 - b. **Then, of course, go back to tip four and post that picture thanking them for coming.**

Logo and Graphic Usage

Photos of you or board members with your legislators is always best for accompanying social media posts, but if you're unable to get pictures, please use the official School District Education Foundation Matching Grant Program logo.

Remember, this is the same logo that should be on your websites in the appropriate donor place! Click logo to copy or save.



**School District Education
Foundation Matching
Grant Program**



CONSORTIUM
OF FLORIDA EDUCATION
FOUNDATIONS

Statewide Reach. Local Impact. For Students.

Want to Know More?



Join the Consortium Legislative Committee

All Consortium members are strongly encouraged to serve on a committee and no special knowledge is needed to join the Legislative Committee. In fact, if you're new to the legislative process, this is the perfect place to learn what you need to know to be an advocate for your mission and understand the process for receiving School District Education Foundation Matching Grant Program funds each year.

Important: *This is a GREAT committee to ask your board members with an interest in legislative advocacy to join, they may really enjoy it and it can be perfect for board members who are involved in external affairs and/or work for an organization that has their own legislative agenda.*

Current Committee Members:

Chair: Kim Jowell – Pinellas
Debra Alamo – Miami-Dade
Marshall Bower – Lee
Coco Burns – Broward
Stacey Capogrosso – Pasco
Shea Ciriago – Broward
Eric Clark – Leon
Susan Copeland – Polk
Lori Evans – Suwannee
James Gavrilos – Palm Beach
Mary Glass – Manatee
Lindsey Harp – Walton
Victoria Hernandez
Donna Thompson – Gulf
David Hughes -- Franklin

Lisa Rhodes – Martin
Jennifer Vigne – Sarasota
Jim Waters - Osceola
Rachael Tutwiler-Fortune – Duval
Gus Guadagnino – Hernando
Janice Kershaw – Brevard
James Knapp – Broward
Linda Lecht – Miami-Dade
Chuck Licis-Masson – Monroe
Meghan Magamoll – Marion
Carly Norgord – Duval



Consortium Contact List

Please contact Makayla Buchanan with any legislative activity updates!

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Kim Jowell (Pinellas)

Legislative Chair

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