

# Learn How to Advocate

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It is easier to advocate than you may think. Anyone can be an effective advocate for students and public charter schools. And in so doing you can have an impact on policies that can help or harm public school students.

## WHY ADVOCATE FOR PUBLIC CHARTER SCHOOLS

Every child in the state of New Jersey should have the opportunity to attend a high-quality public school that best meets their needs and helps them to reach their full potential.

There are **87** New Jersey public charter schools educating nearly **60,000** students. Unfortunately, more than **20,000** children remain on charter school waiting lists hoping to attend a public school that is best for them.

Public  
Charter  
Schools  
Are

- Free public schools that are open to all children regardless of zip code, race/ethnicity, income, or ability level.
- Run by non-profit organizations within the New Jersey public-school system.
- Diverse and reflect their communities.
- Flexible and able to find unique solutions in areas such as curriculum, governance, leadership, and operations.
- Held accountable to high financial, academic, and management standards by the New Jersey Department of Education.

## ADVOCATE WITH CONFIDENCE

Here are the five ways you can get involved today to help support public school students in your community.

1

**Tell your story.** Students, parents, teachers, school staff, leaders, and supporters – are all important in ensuring that members of our community are familiar with public charter schools and the impact charter schools have had on students, their families, and the community. Charter schools are making a positive impact in our communities, but many people do not know about – or understand – public charter schools. Tell your story and why you chose a public charter school in your community. There are people just like you, who want the best for all students but are not aware of the options.

2

**Be personal.** Sharing your story and experiences will have the most impact on lawmakers. What is it about your school that has helped your child, or made a difference for your family, or is helping your community? What do you love about your school? Personal stories are really more memorable.




3

**Keep it positive.** Always tell a positive story about how your public charter school is impacting your community. Avoid making comparisons to other schools and focus on the positive aspects of your school and the difference made in the lives of children and families.

4

**Know that you are not alone.** Your voice is more powerful than you may know and together with other public charter school advocates, you are part of a movement of like-minded people who are all working to ensure more high quality educational opportunities for students. Talk with other members of your school community, share your advocacy experience with them and encourage them to join you in supporting your school together.

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