



Educating the New Congress: Step-by-Step Advocacy Training Series for Homeless Educators and Service Providers

6-PART SERIES



**Part III - What Does Successful Advocacy
Look Like? Learning from Peers**

MARCH 2, 2021; 3:30PM EASTERN

About SchoolHouse Connection



SchoolHouse Connection works to overcome homelessness through education. We provide strategic advocacy and technical assistance in partnership with schools, early childhood programs, institutions of higher education, service providers, families, and youth.

- Website:
<http://www.schoolhouseconnection.org>
 - Newsletter:
<https://www.schoolhouseconnection.org/sign-up/>
 - Federal and state policy advocacy
 - Q&A from our inbox
 - Webinars and implementation tools
 - Youth leadership and scholarships
-



SHC's Advocacy Training Series

1. Getting Grounded: Advocacy in the New Congress
2. How to Effectively Communicate with Congress
3. **What Does Successful Advocacy Look Like? Learning from Peers**
4. Shining a Light: Using Media (and Social Media) to Boost Legislative Advocacy
5. How To Engage Parents and Youth with Lived Experience in Advocacy
6. How to Apply These Lessons Closer to Home: State Policy Advocacy

Recap --

Parts I and II: Getting Grounded & How to Effectively Communicate with Congress

In the [first session](#), we covered:

- The imperative of constituent engagement
- The dynamics of the 117th Congress
- The difference between advocacy & lobbying

In the [second session](#), we covered:

- Best strategies for communicating with Congress
- Effective Meetings: Preparing, During, Following Up, Do's and Don'ts
- Online and Other Forms of Advocacy

Special Guest Presenters



**Melissa Douglas,
Homeless Liaison,
Kansas City Public Schools, MO**



**Tonya Monnier,
Homeless Liaison,
Metropolitan School District of Pike
Township, IN**



**Dominique Tornabe,
Chief Impact Officer,
Family Promise of Morris County**



**Chris Bicknell,
Executive Director,
New Beginnings, ME**



Family Promise
of Morris County



Case Study



Advocate

- Initial Contact
- The Cause(s)
- Your Public Officials Want to Hear from You
- The Relationship



Kellie Doucette,
District Director

Congresswoman Mikie Sherrill (NJ-11) & Joann
Bjornson, LSW CEO Family Promise Morris County

Case Study



Advocate

The Causes & Outcomes:

- Homeless Children and Youth Act:
 - Meeting w Legislative Team
 - Mikie Co-sponsors bill
- Housing and Homelessness in Morris County
 - Increase awareness & continued engagement



Case Study



Congresswoman Mikie Sherrill reached out to us to discuss and highlight our efforts to combat the impacts of COVID. I recorded a video detailing our programming, our 17 families housed at the height of the pandemic and the preparations we are making for the increased need for prevention and housing services in our community.



“Loved participating in today’s **Virtual 5k for Family Promise Morris County NJ and Family Promise of Sussex County**. Thank you for all you are doing to address homelessness and housing insecurity for families in our community!”

- Congresswoman Sherrill



Advocate



Case Study

Continue the Conversation

Overdose Awareness and Reduce Stigma Event held by County Human Services



Special Guest Presenters



**Melissa Douglas,
Homeless Liaison,
Kansas City Public Schools, MO**



**Tonya Monnier,
Homeless Liaison,
Metropolitan School District of Pike
Township, IN**



**Dominique Tornabe,
Chief Impact Officer,
Family Promise of Morris County**



**Chris Bicknell,
Executive Director,
New Beginnings, ME**

Next Session

Part IV: Shining a Light: Using Media (and Social Media) to Boost Legislative Advocacy

In the next session, we'll discuss basic tips for integrating traditional and social media into your advocacy strategies, featuring [RALLY](#), an issues-driven communications firm.

The logo for RALLY, featuring the word "RALLY" in a bold, black, sans-serif font centered on a bright yellow rectangular background.

RALLY

Questions?

A purple speech bubble with a white outline, containing the text "Let's Get Social" in white, bold, sans-serif font.

**Let's Get
Social**

Sign up for our newsletter: <https://schoolhouseconnection.org/sign-up>

Facebook: <https://www.facebook.com/SchoolHouseConnection/>

Facebook Group: <https://www.facebook.com/groups/SchoolHouseConnection/>

Twitter: <https://twitter.com/SchoolHouseConn>

Instagram: <https://www.instagram.com/schoolhouseconnection/>

Medium: <https://medium.com/@SchoolHouseConnection>