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

https://www.schoolhouseconnection.org/learn/webinars/upcoming-webinars/
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

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

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

Chris Bicknell, Executive Director, New Beginnings, ME
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

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

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

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

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.
Questions?
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