



Local Advocacy Do's and Don'ts

The following are some things to remember as you begin your local advocacy efforts.

- **Do present information on state policy issues that are important to your community.**
- **Don't engage in partisan politics in fulfilling your professional responsibilities.**
- **Do stand up for what you believe.**
- **Don't encourage support for a candidate.**
- **Do seek the high ground.**
- **Don't allow yourself to become negative.**
- **Do use facts and data.**
- **Don't speak over the heads of community members who do not share your experiences as a professional educator.**
- **Do understand that reasonable people can disagree.**
- **Don't exaggerate.**
- **Do be passionate.**
- **Don't get angry.**
- **Do see advocacy as part of your job as an administrator.**
- **Don't get fed up and burned out.**
- **Do understand that advocacy is an ongoing effort.**
- **Don't make the mistake of thinking that what works in terms of local advocacy in one district will work in another.**
- **Do work with others on your administrative team.**
- **Don't be afraid to ask for help.**