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.