

Building Our Pitch

NEA's Example:

THE HOOK (10-15 seconds) Dive in and grab their attention.	Why Community Schools? No matter our race, background, or zip code, we all want our neighborhood public schools to inspire imagination, cultivate curiosity and critical thinking, and ensure our children can live fulfilling lives. Every child deserves the opportunity to achieve their dreams, and every neighborhood deserves a public school that opens the doors to reach them.
INTRODUCTION (30 secs) Who you are and description of your work.	The National Education Association vision is a great public school for every student. Community Schools embody how education should function in a healthy democracy – they're public schools that provide services and support which fit each neighborhood's needs, created and run by the people who know our children best – families, community organizations, local governments, and the students themselves – all working together.
MAIN IDEAS and THE BODY (1 min) This is what we do to serve our community.	In community schools, as in all schools, teachers teach and students learn—but with a focus on the whole child: an integrated focus. We do this through deep engagement, listening and shared leadership and decision making with all of our stakeholders, in order to develop priorities around which the community can organize to improve. We organize our improvement work around evidence based practices called pillars.
WRAP UP (15-20 sec) Why their engagement matters and how they can engage	The NEA believes that our nation has a promise to keep – a great public school for every single student that helps them reach their potential and fulfill their dreams. The nation's largest union of educators is already putting in the work with families, non-profits, and local governments across the nation – it's time every child gets the community school they deserve. We invite you to engage...

[Community School Talking Points](#)

[CS Fact Sheet](#)

[NEA What is a Community School?](#)

[Messaging: Community School Playbook](#)

[VIDEO EXAMPLE](#) AND GUIDE and [BLOG](#)



THE HOOK (10-15 seconds) Dive in and grab their attention (activate hope and values).	
INTRODUCTION (30 secs) Who you are and description of your work (or work that is ahead of you).	
MAIN IDEAS and THE BODY (1 min) This is what we do (or hope to do) to serve our community.	
WRAP UP (15-20 sec) Why their engagement matters and how they can engage.	
Sharing Our Pitch	Community Schools Communication Plan-Campaign
• How will you reach all interest holder groups? • Existing committees and meetings? • Existing communication systems and avenues? • New one on one or focus groups?	
Calendar of events /opportunities	