

## **A Brief Guide to Writing a School Board Statement**

### **Greeting and Introduction**

**Greeting.** It's polite, but not necessary, to begin with "Good evening" or something similar and to greet the superintendent by name and the board more generally.

**Introduction.** Establish your connection to the school district in any of these ways:

- Resident of this district
- Parent in this district (mention the names of schools where your children attend)
- Student and which school
- Alum with year of graduation and name of high school

If you're representing an organization, this is usually where you mention that. We're also experimenting with the power of having parents, especially, speak without reference to WE CAN even if we engaged with them as they prepared to speak. We think there may be some benefit from hearing from lots of people on the same issue who don't all specifically mention WE CAN as a resource.

### **The Concern**

State the reason that you're at this meeting and making a statement.

### **The Story or Background**

If you have a powerful story related to the issue that you're willing to share in a public setting, this is when to tell it. This is the opportunity we have to educate the board -- tell them what else is going on in the region, cite research, make a compelling argument.

### **The Ask**

What do you want the school district and, specifically, the school board to do about this issue? A request that is specific, narrow, and direct can be monitored and tracked.

### **The Offer**

What will you do to help? Most people make statements to school boards with an "ask" but not an "offer." We try to do both which helps us end our statements on a positive note and with an indication that we're in this for the long haul.

### **Print it!**

Print several copies -- we often find uses for them, including leaving with the Board secretary and any local media members who are in attendance.