

Messaging Guide

30th Anniversary of Charter Public Schools | 2021-2022

This guide is a resource of the most effective charter school messaging you can incorporate in your communications – whether pitching a media release, speaking at a community event, or meeting with legislators.

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Effective Messaging

The following chart provides some guidance on words that do and do not work based on research that Frank Luntz, well known speaker, author and pollster, conducted in fall 2020, and that leverages other survey and messaging research that identified the words that resonate best with Americans.

Topic	Positive Language	Examples of What Works
Charter public schools	Effective, motivating, challenging	<p>Every child, every family, every community.</p> <p>Reward effective schools and hold failing ones accountable.</p> <p>Teaching students to think and communicate.</p> <p>Proven, effective education strategies.</p> <p>Reimagining public education.</p> <p>(Note: avoid innovation/laboratories of innovation as it can be interpreted as experimentation)</p>
Students	Inspired, encouraged, challenged	<p>All children deserve an exceptional education.</p> <p>Every child deserves an equal opportunity to succeed.</p>



		Kids deserve the chance to attend the school that's best for them.
Teachers	Inspiring, committed, passionate	We have a solemn responsibility to the next generation.
Parents/families	Involved, supportive	Giving families access to great public education options/opportunities.
Curriculum	Challenging, balanced	Equipping students for the real world. Offering personalized learning. Meeting each student's individual needs.

A few additional tips, include:

- For charter schools: communicate your school's mission, who you serve, how your school is unique, and that you're opening/growing to meet demand (if applicable).
- For partners: communicate why you support charter schools; share personal stories of how a charter school impacted you, your friends or your family directly.
- Avoid jargon. Use simple and easy to understand language and avoid acronyms.
- Do not speak in terms that suggest charter schools are a "replacement" strategy for traditional district schools or speak negatively about any other schools. It is ineffective to speak negatively about traditional district schools and teachers and it is important to remember that the public does not generally distinguish between individual teachers and the teachers' union. We all have the same mission to ensure more children can attend schools that work for them. Focus on how your school is making good on that promise.
- Words not to use: school or parent choice; competition; and, laboratories of innovation.

Charter Public School Messaging 101

- Charter schools are tuition-free public schools run by non-profit organizations open to all students regardless of zip code, race/ethnicity, income or ability level.
- There are no tests, entrance exams or other special requirements for admission to a charter school. Charter school students are diverse and reflect their communities.
- Charter schools are independently managed public schools that are part of the public-school system.
- Charter schools receive public funding based on the number of students enrolled.



About Charter Public Schools Boilerplate

Charter schools are public, free and open to all students regardless of zip code, race/ethnicity, income or ability level. Charter schools are part of the public education system and reflect the diversity of the communities they serve. There are no tests, entrance exams or other special requirements for admission to a charter school. Charter schools give passionate teachers the flexibility to teach creatively and deliver the individualized education every student deserves, preparing them to succeed in college, career and life. There are an estimated 3.6 million public school students attending more than 7,500 charter public schools across the country in 44 states, the District Columbia and the Territories of Guam and Puerto Rico.