

Community Engagement Toolkit

30th Anniversary of Charter Public Schools | 2021-2022

Table of Contents

- [Plan an Event](#)
- [Invite Key Stakeholders](#)
- [Sample Email Invite](#)
- [Sample Anniversary Resolution/Proclamation](#)

Overview

Included in this toolkit are suggestions for planning and hosting engaging events, and templates for inviting key stakeholders.

Plan an Event

Consider hosting an event at your charter public school or in the community this year during the 30th Anniversary of chartering. Or add in the 30th Anniversary theme to an existing school event (e.g., back to school night, open house, etc.). Event ideas include:

- Obtain a Resolution or Proclamation recognizing September 2021 as the 30th Anniversary of chartering nationally or celebrate the specific anniversary of charter school law in your state. If you invite elected officials for to visit your charter school or attend an in-person event, invite them to present the resolution to your charter school. Be sure to include information about your charter school in the resolution. (See sample resolution below.) Consider approaching your: Local board of education, City Council, County Board of Supervisors, State Assemblymember/Senator and Members of Congress.
- Host campus tours, with a short talk before or after by your charter school leader, a teacher, or your charter school's parent organization leader on what makes your charter school unique, and how it is educating students and meeting community needs.
- Highlight student success stories or talents with a science fair, talent show, or student art exhibition.



- Invite guest speakers including experts of an educational issue or a related social justice topic that relates to your charter school's focus or community interests; alumni who can talk with students about what they're doing now and how their charter school helped open doors for them; business and/or community leaders to talk to students about your charter school means to them personally/the community more broadly.
- Hold a recognition ceremony for students, parents, teachers, and/or community officials honoring remarkable achievement or contributions.
- Hold an essay contest for your students and incorporate winning entries into the anniversary materials. Sample essay prompts: "Tell us how your charter public school has changed you as a student," "tell us how your charter public school is preparing you for your future," or "tell us about your favorite charter public school teacher."
- Present to a local community or civil rights group like Urban League, Unidos, Rotary or Chamber of Commerce about charter schools and how your school is strengthening the community.

Invite Key Stakeholders

Reach out to key constituents and invite them to your events, including:

- Elected officials including school board members, Mayor, city council members, County Board of Supervisors, State Legislators, Members of Congress
- Students and alumni
- Families
- Community leaders (heads of nonprofits in your neighborhood/city, members of civic organizations such as Rotary and Kiwanis, etc.)
- Media
- Funders and volunteers
- Members of the broader charter school and education community
- Neighbors of your school

Sample Email Invite

Dear INVITEE or Senator/Assemblymember [LAST NAME]:

CHARTER PUBLIC SCHOOL NAME will celebrate the 30th Anniversary of Charter Schools on DATE. We would be honored to have you join our school community. FURTHER DESCRIBE, IN NO MORE THAN TWO OR THREE SENTENCES, YOUR EVENT HERE.

Witness first-hand how our charter public school model works for students, teachers, and families, and how we're positively impacting our community. Charter schools are free, public schools open to all students and have been transforming public education for the past XX years



in STATE, and we support the movement's mission to ensure all children have the chance to attend a high-quality school that meets their individual needs.

Attached you will find a description of our charter school, along with a fact sheet describing our school's achievements and a one-page document about charter schools.

We hope you will be available to attend this special community event. SCHOOL NAME students, teachers, staff and families look forward to seeing you.

Sincerely,

NAME
TITLE
SCHOOL NAME

Sample Anniversary Resolution/Proclamation

WHEREAS, STATE's Charter Schools Act reached its XXth year;

WHEREAS, by providing quality education to students, charter public schools contribute to the statewide effort to improve public education in [NAME OF YOUR CITY OR COUNTY] and

WHEREAS, charter schools encourage community and parental engagement in the education of our youth; and

WHEREAS, the State of XX joins PARTNERS in celebrating the accomplishments and contributions of charter schools to public education;

WHEREAS, ABC school educates XX students, employ XX local community members and is strengthening our community;

NOW, THEREFORE, I, [NAME OF OFFICIAL], [TITLE], do hereby proclaim DATE as "[NAME OF YOUR CITY OR COUNTY] honoring the XXth Anniversary of STATE Charter Schools."