

## Fact Sheet: National Field and Grassroots Outreach Campaign

Strong American Schools will conduct a full-scale, multi-state, grassroots public outreach campaign under the “ED in ‘08” campaign banner. The “ED in ‘08” campaign will educate and mobilize local citizens to demand greater leadership from the presidential candidates on the issue of education reform.

This campaign will utilize the full-range of modern political tactics and techniques. The Strong American Schools campaign leadership will be made up of Republicans, Democrats and Independents from the national, state and local stage. They are coming together in a nonpartisan campaign to call for better and stronger leadership from the presidential candidates on the important issue of education reform.

During the first phase of the campaign the Strong American Schools campaign will establish state-based chapters in key states, including:

- ✓ Iowa, New Hampshire, South Carolina, Nevada, Ohio and Missouri.

The campaign will also initiate activities in a number of other key states, such as:

- ✓ Florida, Arkansas, Maryland, Michigan, Minnesota, Colorado, West Virginia, Virginia, California and New York.

The state-based chapters will include:

- ✓ **Advisory Committee:** We will recruit a deep bench of prominent state and local leaders, including elected officials, businesspeople, academics, educators, teachers, parents and students to serve on the Advisory Committee. Advisory Committee members will complement the Chairman’s earned media activities, act as a “Speaker’s Bureau” and help cover key local events.
- ✓ **Field Staff:** We will hire state-based political operatives – from both parties – with significant campaign experience. Specifically, the field staff will identify, recruit and mobilize key coalition groups, community leaders, activists and local citizens.

Our campaign team will:

- ✓ Generate a presence at local community events;
- ✓ Attend candidate forums and debates;
- ✓ Host local events;
- ✓ Identify and develop mail and voter contact programs;
- ✓ Conduct editorial board visits and submit op-eds;
- ✓ Recruit other supporters and coalition allies; and
- ✓ Provide educational briefings to elected officials and organizations.