



Social Media Toolkit

Our Kids, Our Future is an advocacy campaign that encourages state and federal legislators to take action and support Michigan's schools with funding in the face of the COVID-19 crisis and resulting budget deficit.

Our Kids, Our Future not only brings awareness to the financial crisis schools are facing, but also provides easy ways for citizens to urge lawmakers to act - a petition and a pre-written email sent to the appropriate lawmakers by simply filling out a form. Why? Because leaders in Lansing and Washington respond to the voices of constituents when those voices are overwhelming and carry the same messages.

Help Michigan's students and your local schools by sharing the campaign's messages through social media and encouraging others to sign their name and send the email. Create your own posts based on the campaign's key messages or use the example messages below. Simply copy, paste, post.

Campaign Key Messages

- As a result of the COVID-19 pandemic, Michigan schools are facing steep cuts of up to \$700 per pupil.
- We are at the end of the school year so budget reductions aren't possible. Reductions in funding will lead to layoffs and steep program cuts for the next school year. This is not what our children deserve.
- The economy will not be fully open until schools are safely open and that will take additional resources, not fewer.
- We need immediate action from our federal and state elected officials to put forward additional funds for schools. Federal action to date has been insufficient. From the \$2 trillion allocated under the CARES Act only \$16.5 billion (less than 1%) was put towards K-12 education across the country.
- While school buildings have been closed to ensure safety, the work of schools has continued as districts have provided millions of meals to students and staff have delivered home-based learning plans through the wide distribution of technology, internet access and printed instructional packets.

Hashtags & Tagging

Tag campaign social handles -

- Facebook - Our Kids' Future - Michigan
- Twitter - @OurKidsFutureMI

To join your voice with thousands of others advocating for support of our public schools, tag your posts with -

- #OurKidsOurFuture
- #UrgeCongress
- #OurKidsFutureMI

Sample Facebook Posts

- This spring, Michigan schools stepped up to the plate to provide not only education, but mental health support, food for entire families and so much more on a moment's notice in the face of COVID-19. They helped our children and communities survive in a time of crisis. Now it's our schools who are facing a crisis and it's time to step up and support them. #UrgeCongress to help our schools ourkidsfuturemi.com
- Michigan is facing a severe budget deficit and schools face up to \$700 per student cut for this year, and more in the coming school year. This would be devastating for schools and the families and children who rely on them. Tell lawmakers this isn't acceptable. #OurKidsOurFuture ourkidsfuturemi.com
- Athletics. Arts. Robotics. Bussing. Mental health services. What will your district have to cut if schools don't receive the funding they need? Our children deserve better. #OurKidsFutureMI #UrgeCongress ourkidsfuturemi.com
- The majority of Michigan's School Aid Fund revenue comes from income and sales taxes. With massive layoffs, shuttered businesses and people generally spending less, schools are facing drastic financial cuts. #UrgeCongress to help our schools ourkidsfuturemi.com
- In the last few months of the COVID-19 pandemic, Congress has taken action to provide support for families and businesses across the country through the CARES Act. Now we need to turn our lawmakers' attention to providing support for our schools so they can re-open safely. Tell them our children and our schools matter. Sign the petition and send a message to your legislators. #OurKidsFutureMI ourkidsfuturemi.com
- Michigan schools are facing steep budget cuts as a result of COVID-19 - up to \$700 per student this school year and similar cuts next year. These reductions will lead to layoffs

of teachers and support staff which then lead to major program cuts. Tell lawmakers our children deserve the best and safest education experience. Losing funding won't provide that. #OurKidsOurFuture ourkidsfuturemi.com

- Michigan's schools face massive budget cuts which could put the safety of students and staff at risk. Recommended health screenings, social distancing and other safety precautions will cost more, not less! #UrgeCongress to keep our kids safe ourkidsfuturemi.com
- Of the \$2 trillion allocation under the CARES Act from Washington, less than 1% (\$16.5 billion) was allocated for K-12 schools across the country. We need immediate action from our federal and state elected officials to provide additional funds for schools so they can reopen safely and provide the education experience students deserve. Tell lawmakers our kids matter! Sign the petition and send a letter to your lawmakers #OurKidsFutureMI ourkidsfuturemi.com
- Michigan schools are bracing for cuts to school funding that may be twice as bad as the worst year of the Great Recession. #UrgeCongress to help our schools! #OurKidsFutureMI ourkidsfuturemi.com

Sample Tweets

- MI is facing a severe budget deficit and schools face up to \$700/student cut this year and similar cuts next year. This would be devastating for schools & families & children who rely on them. Tell lawmakers this isn't acceptable. #OurKidsOurFuture ourkidsfuturemi.com
- Athletics. Arts. Robotics. Bussing. Mental health services. What will your district have to cut if schools don't receive the funding they need? Our kids deserve better. #OurKidsOurFuture #UrgeCongress ourkidsfuturemi.com
- A majority of MI's School Aid Fund revenue comes from income & sales tax. With massive layoffs, businesses closed & people spending less, schools are facing drastic financial & program cuts. #UrgeCongress to help our schools. #OurKidsOurFuture ourkidsfuturemi.com
- Michigan's schools face massive budget cuts which could put the safety of students and staff at risk. Recommended health screenings, social distancing and other safety precautions will cost more, not less! #UrgeCongress to keep our kids safe! #OurKidsOurFuture ourkidsfuturemi.com

Make a Video

Create and post a video by using the sample video scripts below or use them for inspiration to create your own.

10 seconds

Our kids' safety and education matter. Join us (me) in urging lawmakers to take action and support our schools. Send a letter and sign the petition at ourkidsfuturemi.com

25 seconds

This spring, Michigan schools stepped up to the plate to provide education, mental health support, food for entire families and so much more on a moment's notice. And they did it all in the face of a pandemic. Schools helped our children and our communities survive in a time of crisis. Now it's the schools who are facing the crisis and it's time to step up and support them. Visit ourkidsfuturemi.com to sign the petition and send an email urging Congress to help our schools. Our kids ARE our future.