

# 2018 ADVOCACY SUMMIT

## Earned Media Guide

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A critical component of being a voice for kids is educating voters about our key issues. One of the best ways to do this is through the news media. Each year, the Advocacy Summit provides an opportunity to highlight advocates' work on behalf of kids and encourage others to get involved.

The following is a media toolkit for the 2018 Advocacy Summit. It includes suggested media outreach ideas and tactics for before, during and after the event. These will help you gain the attention of media outlets in your area. (Don't worry, we're here to help, too!) [Please complete this form to let us know if you are interested in participating in media outreach.](#)

This year, in addition to interviews before and after your trip, we are more actively pitching satellite interviews – which are phone or on-camera interviews with your local media outlet while you are in Washington, D.C.

**To assist with your outreach, we have included template media outreach materials at the end of this toolkit.** If a reporter asks to schedule an interview with you, please let us know. Our communications team can help you practice your talking points prior to speaking with a reporter.

If you are attending the Summit along with other advocates from your state, we recommend dividing the outreach between anyone who is interested. It's important to make sure only one person from your area is reaching out to each outlet.

Don't hesitate to reach out to Allie Wright, SCAN's media and communications manager, with any questions or to discuss ideas. **Her email is [alwright@savechildren.org](mailto:alwright@savechildren.org) and her full contact information is included at the end of this toolkit.** Please let Allie know which outlets you reach out to so we don't duplicate your efforts!

### 2018 “Asks”

During the 2018 Advocacy Summit, you will be asking members of Congress to do the following things:

- Cosponsor the Reach Every Mother and Child Act (S. 1730/ H.R. 4022)
- Support Maternal and Child Health funding for Fiscal Year 2019
- Support Head Start and Child Care and Development Block Grant funding for Fiscal Year 2019

## Messaging and Talking Points

Below are some overarching themes and messaging that may help as you speak with members of the media. It's critical for all advocates to communicate with a unified message about the event – while personalizing with your own story about why you advocate for kids! **You don't need to be an expert, just be yourself.**

Overall Theme: **Invest in Kids**

Sub-themes:

**Government plays a critical role in helping kids succeed.**

- Federal programs help lift millions of children out of poverty by providing life-saving interventions and preparing them to succeed in school.
- In the U.S., proven early childhood education and home visiting programs, like Head Start and the Maternal, Infant and Early Childhood Home Visiting Program, help children perform better in school, get higher-paying jobs, rely less on social programs and contribute more to the economy.
- Around the world, U.S. funding for global health solutions like clean water, medical tools, community health workers and immunizations are low-cost and effective at saving the lives of mothers and kids.
- Non-profit organizations and public-private partnerships are critical to early childhood education and global health efforts, but the U.S. government must continue to invest in children both at home and abroad.

**Investing in kids is bipartisan.**

- Despite our current political climate, in which it seems the two parties can't agree on anything, there is bipartisan agreement on investing in kids.
- Legislators from both parties have demonstrated a willingness to work together on smart policies that ensure children everywhere have the opportunity to survive and thrive.
- In 2017, we saw bipartisan support for children's issues at all levels of government, including at the federal level for the Reach Every Mother and Child Act and at the state level in New Hampshire for additional funding for full-day kindergarten.
- Republicans and Democrats agree that investing in early childhood education helps level the playing field for kids in the U.S. and that supporting foreign aid helps to protect our national security.
- Investing in kids is not only the right thing to do – it's the smart thing to do.

**Every voice matters.**

- In the past year, many Americans have become inspired to become politically active and are looking for a way to create positive change.
- Advocating on behalf of kids is a powerful way to improve our shared future.
- Kids don't vote, and they don't donate to political candidates. That means they don't have a voice with elected officials. We need to be their voice.
- Everyone has the power to make a difference, so it's critical to make calls, write letters, meet with elected officials and vote for the issues that matter most to you.

## Asks

- We are urging our members of Congress to cosponsor the Reach Every Mother and Child Act, a bipartisan bill that would help end the preventable deaths of mothers and children around the world.
- We are also urging members of Congress to invest in kids and oppose deep budget cuts to international assistance programs that would have disastrous impacts on the health, education and safety of mothers, children and families abroad.
- Additionally, we are asking lawmakers to keep their promises to protect funding for domestic early childhood education and child care programs like Head Start and the Child Care and Development Block Grant program.

## Before the Summit

- **Make Your List of Local Media Targets:** We suggest reaching out to your local newspaper and/or magazine, local TV stations (NBC, CBS, FOX and ABC affiliates) and local radio stations (NPR, local talk radio).
- **Advisories or “Pitches”:** About 5-7 days before the Summit, you should send a media advisory to your list of local media contacts with details about your trip and the Advocacy Summit. This might yield interest in send-off or follow-up stories. We have provided you with a template you can work from. (See pages 4-7 for media outreach templates.)
- **Target Specific Reporters:** We can help you target reporters who cover politics, education or health, but it’s a good idea to target any reporters you already have a relationship with. In your outreach, you could offer an in-person interview before you leave for Washington, a phone interview while you are at the Summit or an in-person interview when you return home – or all three! These are great “feel good” stories for local media outlets to feature.

## During the Summit

- **Photos, Photos, Photos:** Make sure you take lots of pictures during your trip! This is key in post-event media outreach. **We have provided you with a draft caption that you can send along to local media outlets, as well as a list of suggested photos to capture (like a selfie with your senator!) at the end of this toolkit.** Be sure to take them horizontally.
- **On-Site Interview Requests:** Some media markets will have reporters here in Washington and after receiving your media advisory may request to interview you while you are in town. You can also offer a phone interview to a local newspaper, TV or radio station. If you receive any requests for interviews, please contact Allie.

## After the Summit

- **Press Releases:** Send information about the event, along with photos and prepared captions, to local media outlets after the event to let them know what you learned and who you met with. **A template is included at the end of this toolkit.**
- **Follow-Up with Reporters:** Follow-up with reporters who expressed interest in speaking with you once you’ve returned home.

- **Letters to the Editor: We have included a template for a letter to the editor to submit to your local newspaper about the Advocacy Summit at the end of this toolkit.** As always, you are welcome and encouraged to personalize this letter based on your experience.
- **Please send us links to any articles or interviews about your trip so we can share them on social media!**

## Tips

- **Tell your story.** The most interesting thing to a reporter is WHY you chose to attend the Summit and be a voice for kids. You don't need to be an expert, just be yourself.
- **Be persistent!** Reporters receive a lot of pitches, so don't be discouraged if you don't hear back right away. Make sure to follow-up during and after your trip in order to gain their attention.
- **Quality, not quantity.** Make sure you send only high-quality photos to press. Newspapers and TV stations will not publish blurry photos. It's best to take horizontal photos and video.
- **Practice makes perfect!** Just like you'll practice telling your story and making asks before your meetings, practice your answers before any interviews with the media. Allie can help you with this.
- Allie can help you find contact information for your local media outlets if needed.

## Questions?

**Contact Allie Wright with any questions or ideas before or after the Summit.** During the Summit, feel free to call or text her cell.

- [alwright@savechildren.org](mailto:alwright@savechildren.org), Office: (202) 794-1823, Cell: (515) 537-6547

## Suggested Photos

These are some suggested photos to capture while you are in Washington, D.C.

- Photo with your state delegation in front of the Capitol
- Photo with your member of Congress, including selfies!
- Photo with speakers from the Advocacy Summit
- Photo with your state delegation in front of Washington, D.C. landmarks you may visit

## Media Outreach Materials

### TEMPLATE PHOTO CAPTIONS

You can include this information with any photos you send to media contacts. Don't forget to give credit to whoever took the photo!

*"[Name/s] traveled to Washington, D.C. from March 18 - 20 to participate Save the Children and Save the Children Action Network's Advocacy Summit, sponsored by Johnson & Johnson. [Name/s] met with their member of Congress to urge them to invest in early childhood education and global maternal and child health. More than 200 advocates from 34 states attended the event." Photo credit: [Insert name or Save the Children Action Network]*

## TEMPLATE MEDIA ADVISORY

You can send this to reporters a few days before you leave for Washington.

FOR IMMEDIATE RELEASE

**Media Contact:** Allie Wright, [alwright@savechildren.org](mailto:alwright@savechildren.org), (202) 794-1823

### Media Advisory:

## [INSERT CITY] Advocates to Travel to Washington, D.C. to Urge Lawmakers to Invest In Kids

**Washington, D.C. (March XX, 2018)** – Local advocates from XXX will travel to Washington, D.C. from March 18-20 to participate in Save the Children and Save the Children Action Network’s annual Advocacy Summit, sponsored by Johnson & Johnson.

They will join hundreds of advocates from across the country to attend in-depth advocacy trainings and urge lawmakers from both parties to make key investments in early childhood education in the U.S. and maternal, newborn and child survival programs overseas.

Specifically, attendees will ask lawmakers to oppose deep budget cuts to international assistance programs that would have disastrous impacts on the health, education and safety of mothers, children and families abroad, and cosponsor the Reach Every Mother and Child Act, which would help end the preventable deaths of mothers and children around the world. Additionally, advocates will urge lawmakers to keep their promises to protect funding for domestic early childhood education and child care programs like Head Start and the Child Care and Development Block Grant program.

“[I/We] can’t wait to go to Washington and be a voice for kids,” said XX, a [student/adult/community advocate] from [town/school]. “In recent months, we have seen a surge in political activism across the country and it’s clear that when people come together, we can create positive change. That’s why [I’m/we are] thrilled to do our part and explain to our members of Congress why all kids deserve a strong start in life, no matter where they were born.”

During the 2018 Advocacy Summit, more than 200 advocates – including 75 high school and college students – from 34 states are expected to meet with more than 150 lawmakers on Capitol Hill.

Summit participants will hear from powerful change-leaders and elected officials, including Jeff Edmondson, the managing director of the Ballmer Group, the organization created by former Microsoft CEO Steve Ballmer and his wife, Connie, to direct their philanthropic effort, activists from around the U.S. and the world, Cook Political Report National Editor Amy Walter, Save the Children President & CEO Carolyn Miles, SCAN CEO Mark Shriver and SCAN President Kris Perry.

***Editor’s note: Advocates will be available for interviews before, during and after the Advocacy Summit in-person and via phone or on-camera satellite interviews. Photos from the Advocacy Summit will be made available after the event concludes.***

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*[Save the Children](#) gives children in the United States and around the world a healthy start, the opportunity to learn and protection from harm. We invest in childhood — every day, in times of crisis and for our future. Follow us on [Twitter](#) and [Facebook](#).*

*[Save the Children Action Network](#) is the political voice for kids. We believe that every child deserves the best start in life. That’s why we’re building bipartisan will and voter support to make sure every child in the U.S. has access to high-quality early learning and that no mother or child around the globe dies from a preventable disease or illness. By investing in kids and holding leaders accountable, we are helping kids from birth to age five survive and thrive.*

## TEMPLATE PRESS RELEASE

You can send this to your media contacts after the event to let them know what you accomplished at the Summit.

FOR IMMEDIATE RELEASE

**Media Contact:** Allie Wright, [alwright@savechildren.org](mailto:alwright@savechildren.org), (202) 794-1823

### Local Advocates Travel to Washington, D.C. to Urge Lawmakers to Invest In Kids

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They joined hundreds of advocates from across the country to attend in-depth advocacy trainings and urge lawmakers from both parties to make key investments in early childhood education in the U.S. and maternal, newborn and child survival programs overseas.

“I am so thankful for the opportunity to go to Washington and advocate for kids,” said XX, a Save the Children Action Network community advocate/Student Ambassador from XX. “Using our voices in support of mothers and children here at home and around the world makes a difference, and I learned how to become a more effective advocate. All kids, regardless of where they were born, deserve a strong start in life and I look forward to continue being their voice.”

During the 2018 Advocacy Summit, more than 200 advocates – including 75 high school and college students – from 34 states met with more than 150 lawmakers on Capitol Hill.

Summit participants heard from powerful change-leaders and elected officials, including Jeff Edmondson, the managing director of the Ballmer Group, the organization created by former Microsoft CEO Steve Ballmer and his wife, Connie, to direct their philanthropic effort, activists from around the U.S. and the world, Cook Political Report National Editor Amy Walter, Save the Children President & CEO Carolyn Miles, SCAN CEO Mark Shriver and SCAN President Kris Perry.

**Editors’ note:** Please use the caption below if any contributed photos are published.

“[Name/s] traveled to Washington, D.C. from March 18 - 20 to participate Save the Children and Save the Children Action Network’s Advocacy Summit, sponsored by Johnson & Johnson. [Name/s] met with their member of Congress to urge them to invest in early childhood education and global maternal and child health. More than 200 advocates from 34 states attended the event.” Photo credit: [Insert name or Save the Children Action Network]

###

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## TEMPLATE LETTER TO THE EDITOR

Another great media outreach tool is a letter to the editor. Feel free to personalize the copy below and submit it to your local newspaper after you return home from the Advocacy Summit.

To the editor:

In the past year, many Americans have become inspired to become politically active and are looking for a way to create positive change. Advocating on behalf of kids is a powerful way to improve our shared future. Kids don't vote, and they don't donate to political candidates. That means they don't have a voice with elected officials.

That's why I was honored to attend Save the Children and Save the Children Action Network's Advocacy Summit in Washington, D.C. this month and be a voice for kids.

During the event, I urged my elected officials, **[insert names]**, to invest in kids by funding essential maternal and child health programs abroad and domestic early childhood education and child care programs, like Head Start and the Child Care and Development Block Grant program, that help kids survive and thrive. I also encouraged them to cosponsor the Reach Every Mother and Child Act, a bipartisan bill that would help end preventable deaths of mothers and children around the world.

Republicans and Democrats agree that investing in early childhood education helps level the playing field for kids in the U.S. and that supporting foreign aid helps to protect our national security. But now is the time to take action and give all kids a strong start in life.

*Author name*