

Advocacy Through Storytelling

The best advocacy starts with relationships.

Use This Template to Tell Your Hero's Story

Share your Everyday Hero stories with:

- Legislators
- Community leaders
- Local media
- Business partners

Stories help people understand the impact of public schools through the people who serve students every day.

HOW TO USE THIS TEMPLATE

1. **Personalize the letter.** Add your name, school district, and any local examples or experiences that help explain why this issue matters to your community.
2. **Address it to your legislators.** Send the letter to your state senator and state representative. You may also choose to share it with other policymakers.
3. **Make it your own.** The sample letter is a starting point. Feel free to adjust the language, add your own perspective, or shorten it to fit your message.
4. **Send it directly.** Email is a quick and effective way to contact your legislators. You can also use their online contact forms or send a printed letter.
5. **Share your advocacy.** Consider letting your board, superintendent, colleagues, or community know that you contacted your legislators and encourage others to do the same.
6. **Keep the conversation going.** Advocacy is most effective when it is ongoing. Follow up with your legislators, respond to questions, and look for opportunities to continue the conversation.

TIP: Legislators are most likely to remember a message that is personal, specific and connected to your local community. Don't be afraid to tell your own story.

Sample Letter to a Legislator

Subject: An Everyday Hero in [District Name]

Dear [Senator/Representative Last Name],

I wanted to take a moment to introduce you to one of the Everyday Heroes in **[District Name]**.

[Name] has served as our **[role]** for [number] years. Every day, [he/she/they] **[briefly describe what this person does and the difference they make]**.

Recently, **[share a specific moment or short story that demonstrates the person's impact]**.

It may seem like a small moment, but it's one of the countless ways people in our public schools show up for students every day. People like [Name] are helping our students feel supported, connected, and ready to learn—and they are part of what makes our school community strong.

We are proud to recognize [Name] as one of our **Iowa's Everyday Heroes**, and we wanted to share [his/her/their] story with you because we believe these are the stories that truly show the impact of public education in our communities.

We hope you'll continue to see and hear these stories when you're visiting schools and talking with educators, students, and families. We would be happy to welcome you to **[District Name]** anytime to see this work firsthand.

Thank you for your service to Iowa and for your support of the students and families in **[community/district]**.

Sincerely,

[Name]

[Title]

[District Name]

[Contact Information]

#IAEdHeroes

Public Schools. Community Strong.