



FSBA Advocacy Calendar

A - Stakeholders

Chamber of Commerce/Economic Development Council
Parents- PTA, PTO
Rotary/Kiwanis/Civic organizations
Media
Students
Veterans/military organizations
Realtors
Sheriffs/police
Builders Associations
Other local elected officials- county commissioners, city councils
Social services
Religious organizations
Early learning coalitions
Legislators
Large employers
Non-profit partners- Boys & Girls Club, YMCA, United Way
Education Foundations
Unions
Financial Institutions
NAACP/LULAC
Service sororities/fraternities
Post secondary institutions
Workforce development orgs
Healthcare orgs
Professional sports teams
Homeowners Associations

B - Activities

School visit/CTE program tour
Invite to performances
Choice program nights
Community newsletter
Read-a-thon/African American Read-In
Culinary programs cater events
School host chamber luncheon
Social media spotlight
Send school news to your neighborhood newsletters/smaller local newspapers/church bulletin
Invite to judge science fair/art contest/history contest, etc
Recognition at Board meetings
Invite to sports event with VIP seating
Invite to coffee
CTE certification announcements/"signing" day
Farm City BBQ
Opening day flowers to state reps/senators
Have students make something as a gift
Host table at a festival
Natural disaster/incident communication
Post-legislative platform impact tour
Tour of construction projects/school improvements



SAMPLE CALENDAR

January - Invite local elected officials as guest readers for Florida Celebrate Literacy Week	February - Invite local health organizations to judge science fairs	March - Send gifts/CTE products to state rep/senator to celebrate session
April - Invite Chamber of Commerce on a tour of CTE programs	May - Highlight local businesses/organizations that had most volunteer hours on social media	June - Recognize sheriff deputies/police officers who serve as SROs in Board meeting
July - Invite realtors association leaders to coffee	August - Invite local media to tour summer construction projects nearing completion	September - Attend PTO/PTA/SAC meeting
October - Invite veterans/military orgs to attend football game with VIP treatment	November - Send holiday concert dates to local community newsletters/newspapers	December - Host a table at local holiday fair/festival highlighting choice programs

****Choose one item from Column A and one from Column B for each month. Highlight on social media using tag #FloridaEndlessOpportunities.**