

the connecticut alliance for great schools



challenge: Connecticut's 14 public charter schools were achieving tremendous success in closing the state's "achievement gap" between suburban and urban students. However, due to barriers built into the state's charter school law, charters were not receiving adequate per pupil funding or facilities support and were therefore unable to expand to meet growing demand.

solution: In 2005, The Connecticut Alliance for Great Schools was formed to advocate for increased charter school funding. The Alliance engaged Advocacy Solutions to build a grassroots network of supporters and to generate a groundswell of grassroots letters, emails, and calls to state legislators' offices. To achieve this, Advocacy Solutions:



CONNECTICUT ALLIANCE FOR GREAT SCHOOLS

- ▣ Designed and launched the Alliance's grassroots action center (<http://advocacy.ctags.org>) which generated over 1,000 emails, faxes, and letters to 86 state legislators and the governor.
- ▣ Grew the Alliance's supporter list from 400 to over 1,100 supporters in just 4 months.
- ▣ Wrote all action alerts and supporter updates.
- ▣ Targeted supporters in key Education Committee member districts for special grassroots letters and meetings.

result: Connecticut's charter schools received a significant increase in per pupil funding and \$10 million in facilities funds.