

massachusetts charter school association



challenge: The future of the Massachusetts charter school movement was directly threatened by a proposal before the state legislature to place a 3 year ban on the granting of new charter schools. Facing a highly charged political environment and powerful teacher union and school district opponents, the Massachusetts Charter School Association turned to Advocacy Solutions to mobilize charter school grassroots supporters to contact their state legislators and tell them to oppose the moratorium.

solution:

- ▣ Advocacy Solutions designed and launched the Association's e-advocacy portal (www.MassCharterSchools.org/advocacy).
- ▣ The Association began its grassroots campaign with only 400 supporter email addresses. Within three months of launching their electronic advocacy portal, that number had grown to 1,300 registered supporters who sent in more than 3,100 letters, faxes, and emails to 170 state legislators and the governor.
- ▣ Using our electronic phone bank capabilities, Advocacy Solutions activated hundreds of charter school supporters to call on the fence legislators in the hours before key votes.

result: The charter school moratorium and funding reduction proposals were defeated.



MASSACHUSETTS CHARTER SCHOOL ASSOCIATION