

“The Promise of Oregon” toolkit for administrators

How can district administrators get involved?

- Encourage your local school board **to pass a resolution** in support of the campaign. Suggested wording can be found in this toolkit.
- **Visit the campaign website** and engage staff and students at the school-site level.
- Place the **campaign poster**, being mailed to districts the week of Dec. 1, at prominent sites in your schools.
- Create **moments of celebration**, such as having your schools and district identify a “Promise Kid” of the week. Many of these young people will be featured on “The Promise of Oregon” website.
- Post your own photo with the “Promise” placard (“I’m keeping The Promise of Oregon”) on social media, such as your Facebook page. You can find a PDF of the placard in this toolkit.
- Load the **campaign banner** onto your Facebook page and encourage your friends to do so.
- **Discuss the campaign** with friends and at community gatherings and service clubs. Remind people of how public education shaped your life, and theirs.
- **Send emails or make phone calls** to your state representative and state senator, reminding them of how much Oregon’s future depends on our commitment to public education.
- **Send a press release** to local media when you pass a resolution or the campaign features a “Promise Kid” from your district.
- **Place the campaign ads** in school newsletters, local papers, in social media, or print them as flyers.
- Connect with **NSBA’s national campaign** at <http://standup4publicschools.org>
- Have questions? **Email us** at info@promiseoregon.org. We’re glad to help!

Website: promiseoregon.org

Twitter and Instagram: [@PromiseOregon](https://twitter.com/PromiseOregon)

Facebook and YouTube: [ThePromiseofOregon](https://www.facebook.com/ThePromiseofOregon)