

## Proposed Fiscal Equity Campaign Timeline

### **November:**

- Establish Local Entities on the ground in each of the three states where lawsuits will be filed.
- Discuss state staffing plans with Board of local entity; prepare and post job descriptions for Managers of day-to-day efforts in each state.
- Finalize research sample<sup>&</sup> local charter schools in Connecticut, Georgia and Missouri. Highlight and substantiate with evidence of major funding discrepancies. Share findings with counsel.
- Meet with counsel to determine viability of legal grounds and to establish realistic timeline for filing of lawsuit.
- Work with local entity to conduct meetings at individual charter schools to share relevant findings. Identify vocal allies at meeting sites and solicit opinions and perspectives from those in attendance.
- Interview and identify parents and students to serve as potential plaintiffs.
- Select participants to be face of the lawsuit in each state. Prepare "What to Expect" guide for participating families. Commence media training efforts for participants. Establish talking points for parents and students (plaintiffs)
- Identify and partner with local associations and grassroots organizations. Participate in meetings and get-togethers of said groups and invite them and their members to our meetings. Enlist help of groups to assist with our efforts
- Formalize media and marketing plan. Research and identify media outlets to utilize in Connecticut

### **December:**

- Conduct polling on opinions and attitudes about charter schools in each state.
- Conduct research on and identify sympathetic legislators in each state.

- Construct website with blog functions as a tool for communication within efforts. Identify newspapers to place Op-Eds and LTE's in. Identify potential billboards and bus ads to purchase. Print and publish materials to drop in targeted neighborhoods and businesses.
- Expand meeting schedule; Conduct Parent Power Type meetings to disseminate information and solicit new supporters

**January/February:**

- Prepare logistics for participants and plaintiffs for State House rally. Execute drop of pro-lawsuit materials at pre-designated places. Distribute posters, lawn signs and placards for supporters
- File lawsuits; conduct press conferences and rallies on steps of statehouse the days lawsuits are filed.
- Launch website and initiate letter writing (grassroots action) campaign
- Schedule and participate in meetings between affected constituents (plaintiffs and other charter school parents) and legislators. Brief legislators and their staff on funding discrepancies. Provide information toolkits on issues involved and how they are affecting the schools in question
- Encourage feedback from supporters on blog; invite schools to share their stories via the same medium