



HIGHLIGHTS OF CER'S 90-DAY “INTENSIVE OFFENSIVE” FOR CHARTER SCHOOLS

With enough resources by July 1, CER's plan over the next 90 days is to launch a concentrated offensive on behalf of charter schools. We believe if we do this now, we can impact the direction of the debate before school starts again in late summer and the disinformation campaigns inevitably escalate. We want to expand our defense of charter schools in the following top-line ways:

- Launch a digital advertising campaign to target influencers – from parents to community leaders to education experts and policymakers – with the success story of charter schools.
- Enhance our social media outreach so that our tens of thousands Facebook and Twitter followers (combined) can take the initiative on “calls to action,” including pressing local school officials and state legislators to protect charters.
- Create a digital parent “tool kit” so parents of charter school students can promote them far and wide in their communities.
- Dedicate staff to garnering earned media promoting the truth about charter schools.
- Regularly convene and work closely with heads of charter schools and charter school organizations to create local media engagement and grassroots pressure.
- Launch an outreach effort to educate charter school teachers on the unique value to them of the charter school model and *to help them resist the increasing pressure to unionize.*