



RESOURCES

For Effective Advocacy On Behalf of Early Education

The following resources cited in this toolkit are available online. Click on the links embedded in the list below to locate them. In addition, the resources, *Citizen's Guide to Children's Issues: Why Kids Need You to Vote* and *CSEE Advocacy*, follow this resource list.

[60 Second Guide for Working with the News Media.](#) Independent Sector

[A DigiActive Introduction to Facebook Activism.](#) (2008). Schultz. DigiActive.

[Action Alerts: Best Practices.](#) Groundwire. Seattle, WA.

[Advocacy Letter Writing Tips.](#) HCV Advocate.

[Advocacy Toolkit](#) – Partnership for America's Economic Success.

[Advocacy Toolkit](#) – Physicians for Human Rights.

[Advocacy Toolkit-Letter Writing.](#) Physicians for Human Rights.

[Advocacy Toolkit-Media and Publicity.](#) Physicians for Human Rights.

[Building Relationships with Elected Officials.](#) Independent Sector

[Business Case for Early Education.](#) Manufacturing Institute and Partnership for America's Economic Success.

[Business Toolkit.](#) Preschool California.

[Californians for the Support of Early Education \(CSSE\)](#)

[Center for Lobbying in the Public Interest](#)

[Changing the Public Conversation on Social Problems: A Beginner's Guide to Strategic Frame AnalysisTM.](#) (2009). FrameWorks Institute.

[Changing the World: A Guide to Public Meetings.](#) Vermont Institute for Government.

[Child Development Policy Institute](#)

[Developing Your Message.](#) (2010). EE and the Media Gazette (a media training site for those

interested in improving their media skills - originally created by the Pennsylvania Center for EE)

[Diving into the Twittersphere](#). Groundwire. Seattle, WA.

[Early Childhood Advocacy Toolkit](#). Ounce of Prevention.

[Effective Advocacy at All Levels of Government](#). Center for Lobbying in the Public Interest. WK Kellogg Foundation.

[First 5 Advocacy Toolkit](#)

[Framing Issues for Public Consideration](#). (2008). Susan Nall Bales

[Guide to Voter Registration Drives](#). (2010). California Secretary of State.

[How to Organize a Public Meeting](#). (2008). Van Geest. Citizens for Public Justice.

[How to Work with the Media](#). (August 14, 2008). Van Geest. Citizens for Public Justice.

[How to Write a One-page Brief](#). (August 14, 2008). Van Geest. Citizens for Public Justice.

[Infant Development Association of California](#)

[Kansas Action for Children](#) - Advocacy Toolkit

[Letter Writing 101](#). The Sierra Club.

[Lobbying Guidelines for Public Charities](#). Independent Sector.

[Moment Stories and Movement Stories: Four Rules for Effective Email Alerts](#). Groundwire. Seattle, WA.

[NAEYC Advocacy Toolkit](#)

[National Association for the Education of Young Children Advocacy Resources](#)

[Nonprofit Advocacy: FAQs](#). Minnesota Council of Nonprofits.

Nonprofit Board Member's Guide to Lobbying and Advocacy. (2004). Avner and Nielsen. Minnesota Council of Nonprofits. Available for purchase at [Amazon.com](#)

[Online Advocacy Toolkit](#) – PTA

[Planning and Conducting Effective Public Meetings](#). Sharp, Smith, & Patton. Ohio State University Extension Fact Sheet (CDFS-1555-02).

[Public Story Worksheet](#). Marshall Ganz. (2007). Kennedy School of Government. (Available from [The New England Grassroots Environmental Fund](#).)

[Raising Your Voice for Children](#) – An Advocacy Training. NAEYC.

[Research Shows: The Benefits of High-Quality Early Learning Fact Sheet](#). Preschool California.

[Sample One-page Brief](#). Citizens for Public Justice.

[Search Institute](#)

[Smart and Ethical Principles and Practices for Public Interest Lobbying - Benchmarking Chart](#). Center for Lobbying in the Public Interest.

[So You've Been Asked to Speak.](#) (1997). Norry & Black. Ontario Ministry of Agriculture.
[The Action Letter Portfolio: Advocacy Letters that Work.](#) (1998). White, Thomson, & Nary. Research and Training Center on Independent Living, University of Kansas.

[The Heckman Equation](#)

[The Law and Nonprofit Advocacy & Lobbying.](#) Minnesota Council of Nonprofits.
[The Lobbying and Advocacy Handbook for Nonprofit Organizations.](#) Avner. Available for purchase from The Fieldstone Alliance.

[The Non-profit Lobbying Guide, 2nd Edition](#)

[The Nonprofit Lobbying Guide: Second Edition.](#) (1999). Independent Sector
[The Right Way to Hold a Voter Registration Drive.](#) From [Local Victory: Your Guide to Winning Elections](#)

[Twitter on the Barricades: Six Lessons Learned.](#) (June 20, 2009). Cohen. The New York Times.

[Welcome to the Facebook Era.](#) Groundwire. Seattle, WA.

[What Business Leaders Can Do.](#) Partnership for America's Economic Success.

[What Makes An Effective Advocate?](#) - Congressional Staff Survey Report

[Why Stories Matter.](#) Marshall Ganz. (March 2009) Sojourners Magazine.

[Zero to Three Policy Guide](#)