

Advocacy Ambassadors at a Glance

USE YOUR VOICE FOR PUBLIC EDUCATION



What is the Advocacy Ambassador program?

A grassroots program designed to build relationships between school board members and state and federal legislators. Advocacy Ambassadors help IASB successfully achieve its advocacy goals by sharing personal stories and expertise on policies related to education. Many active board members find it's a great way to learn more and become engaged in the Association as well as legislative priorities. This is your opportunity to get involved!

An Advocacy Ambassador must:

- Serve on an IASB member board of education.
- Be committed to advocating for IASB statewide positions.
- Be knowledgeable and supportive of the IASB legislative agenda.
- Be willing to develop and maintain relationships with local legislators, members of Congress, and State Board of Education members.
- Be willing to provide testimony when requested.
- Be available to contact lawmakers during "crunch" times.

Things an Advocacy Ambassador may be asked to do:

- Send a letter/email introduction to assigned elected officials.
- Request to be included in district mailings and e-newsletters of your local elected officials.
- Track and attend town halls and other community events and update IASB.
- Share your story and/or provide public testimony on legislation IASB members are passionate about.
- Attend (in-person or virtual) legislative meetings in Springfield or in your local community, with talking points provided by IASB.
- Attend and update the IASB Governmental Relations team on district events and/or meetings in a timely manner.
- Recruit other Ambassadors to engage in IASB advocacy efforts.

Frequently Asked Questions

What kind of experience do I need for this position?

No experience is necessary, just enthusiasm for advocating on behalf of school boards in Illinois.

What is the time commitment?

Legislation can move very quickly sometimes so it is essential for the Government Relations team to have a dedicated group of volunteers to call on when needed. Advocacy Ambassadors may be asked to fill out an Action Alert, email their legislator, testify on key legislation, or pass along vital information to their colleagues.



Learn more by contacting Barbara Hobrock today at bhobrock@iasb.com or (217) 528-9688.

Scan the QR code below to sign up to be an advocacy ambassador.

