



# #FUNDTHEFORMULA CAMPAIGN

Prioritizing at least \$350M for EBF  
in the Governor's FY23 Budget and  
State of the State Address

## ADVOCACY TOOLKIT

Raise your voice on behalf of Illinois'  
students. They're counting on you.  
**Call for \$350M for the Evidence-Based  
Funding Formula in FY23.**





We need your help to ensure the Governor prioritizes an investment of at least \$350M for Evidence-Based Funding (EBF) in the FY23 budget!

Thanks to your steady advocacy, the Illinois General Assembly invested new dollars into EBF last year. EBF takes into account student needs and distributes new state dollars to districts equitably. Because of this, districts are able to make long-term investments in their schools and communities – investments that are advancing equity. Let’s keep up the progress to ensure all students in Illinois receive the high-quality education they deserve.

**We need your help in advocating to ensure that Governor Pritzker prioritizes a minimum of \$350 million for EBF in the FY 2023 budget. We are ramping up our advocacy in advance of the Governor’s Budget and State of the State Address.**

From now until February 2, we will be sharing daily social media messages, draft letters, and phone scripts to address the governor directly. We encourage you to customize the messages and share why funding our schools is important to you and your community.

***Take action now, and share this toolkit with your network!***

## HOW TO INTERACT WITH THE TOOLKIT



### **SEND A LETTER TO GOVERNOR PRITZKER**

Elevate the need to invest at least \$350M into EBF for the upcoming school year. Modify the letter to your context, and let the governor know why this matters.



### **MAKE A CALL TO GOVERNOR PRITZKER**

Use the call script to call the governor’s office to advocate for an investment of at least \$350M into EBF.



### **JOIN OUR SOCIAL MEDIA ADVOCACY**

Share your EBF stories of impact and tweet at the governor daily. Reference the bank of tweets on the following pages for suggestions.



### **SPREAD THE MESSAGE WIDELY**

Share this toolkit and messages with members of your community!

## Ongoing Action, January 10–February 2

### Send a letter to Governor Pritzker & call his office

Governor Pritzker will be sharing his budget priorities on February 2 in his Budget Address.

Take 3-4 minutes to send a letter to the governor to urge him to prioritize kids in the FY23 state budget. All you need to do is enter your information and hit send! We encourage you to tailor your message to include why education funding equity matters to you and your school community.

[Click to send a letter to the Governor](#)

#### CALL SCRIPT:

Hello, my name is [**NAME**], and I am a [**PARENT/TEACHER/RESIDENT/ADMINISTRATOR/ADVOCATE**] in Illinois.

I am calling to encourage Governor Pritzker to continue delivering on Illinois' commitment to public school students by committing to invest at least \$350 million in new funds in the EBF in this year's Budget Address.

The COVID-19 pandemic has both highlighted and exacerbated inequities deeply rooted in our state's education system. Considering that the EBF formula targets new funding to the state's most underfunded districts and students, increasing EBF funding by at least \$350 million in FY23 is the best way for the state to work to not only bolster our recovery efforts but to continue making progress toward adequate funding for our schools and students, addressing one of the main root causes of systemic inequities.

[**OPTIONAL: Adequate and stable education funding matters to me because...**]

Thank you for your consideration.

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## Social Media Guidelines

Join us for a series of daily social media actions to show your support and share your stories of the need to prioritize investing in EBF with Governor Pritzker.

### January 10 & 27

Supporting the academic, social, emotional, mental, & physical needs of students, families & staff is vital to our state's recovery & ability to build back better. @GovPritzker, please appropriate at least \$350M for EBF in FY23. #FundtheFormula

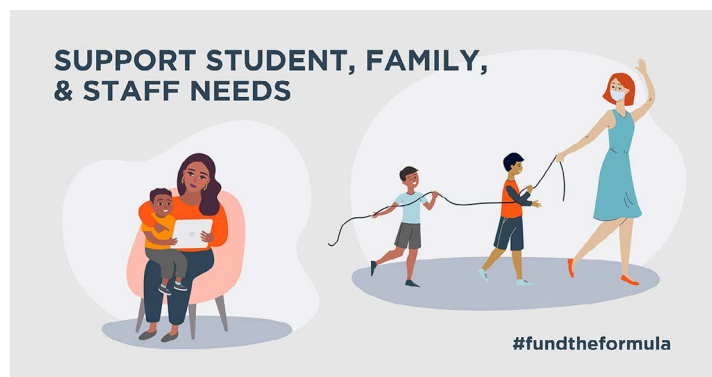
 Copy & Paste text

 [Click to Download Image](#)

 Publish Tweet

**OR**

 [Click to Tweet](#)



## January 11

The state needs to invest at least \$350M in the EBF formula in FY23 to help close equity gaps & to ensure district leaders have adequate funds to plan for a successful school year. @GovPritzker, please invest \$350M in EBF in FY23. #FundtheFormula

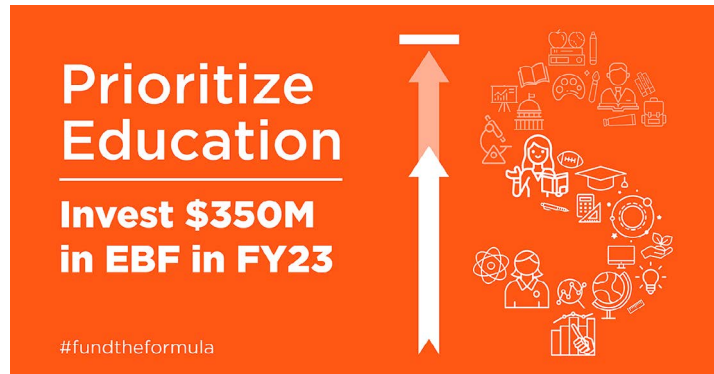
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 [Click to Download Image](#)

 Publish Tweet

**OR**

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## January 12

Schools are the heart of our communities. They give life to our students' wildest dreams & foster meaningful relationships. We must prioritize education now more than ever. @GovPritzker, please invest at least \$350M in EBF in FY23. #FundtheFormula

 Copy & Paste text

 [Click to Download Image](#)

 Publish Tweet

**OR**

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## January 13

Prioritize at least \$350M in EBF in FY23, @GovPritzker. Now more than ever, we must choose to prioritize students. I'm a [role in community] in [name of community], & students in my community deserve an equitable, high-quality education. #FundtheFormula

 Copy & Paste text

 [Click to Download Image](#)

 Publish Tweet

**OR**

 [Click to Tweet](#)



## January 17 & 31

Prioritize at least \$350M in EBF in FY23, @GovPritzker. It is extremely important for schools to have the resources to care for the whole child, especially as we recover from the pandemic. #FundtheFormula

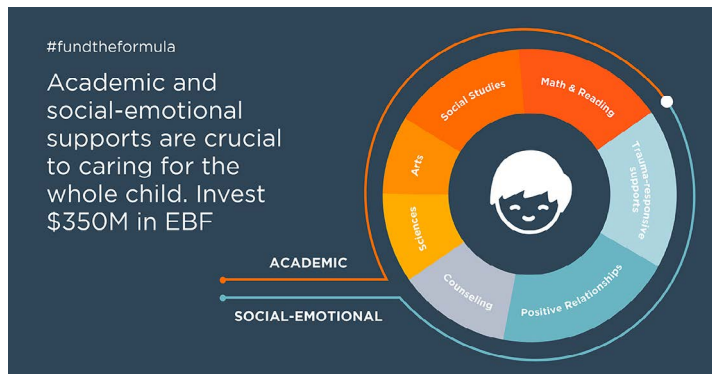
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**OR**

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## January 18

Black & Latinx students are disproportionately concentrated in school districts below 70% of full funding. We must tackle this inequity and not let it get worse. @GovPritzker, please invest at least \$350M in schools through EBF in FY23. #FundtheFormula

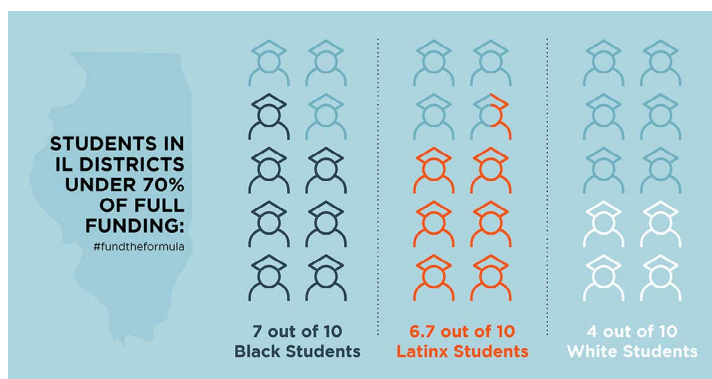
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**OR**

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## January 19

Federal funds are being used to support academic & social-emotional recovery & rebuilding while the state keeps its commitment to fund EBF. @GovPritzker, please appropriate at least \$350M in additional state funds through EBF in FY23. #FundtheFormula

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 Publish Tweet

**OR**

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## January 20

With EBF, [insert story of how your District has benefitted from EBF, especially amidst the COVID-19 pandemic]. Any regression would be a disservice to our students. @GovPritzker, please invest at least \$350M in EBF in FY23. #FundtheFormula

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 [Click to Download Image](#)

 Publish Tweet

**OR**

 [Click to Tweet](#)



## January 24

The EBF formula targets new funds to the state's most underfunded districts & students. @GovPritzker, please invest at least \$350 million in FY23 to help school districts address some of our system structural inequities & close equity gaps. #FundtheFormula

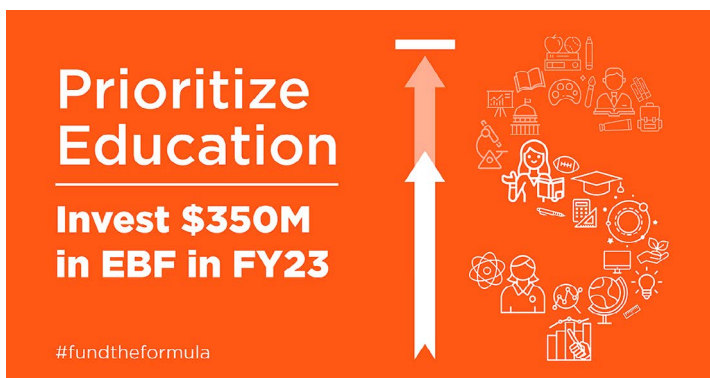
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 Publish Tweet

**OR**

 [Click to Tweet](#)



## January 25

Over 300 school districts serving half of the state's students are still in districts funded below 70% of full funding. @GovPritzker, please invest at least \$350M in EBF in FY23 to help address this inequity. #FundtheFormula

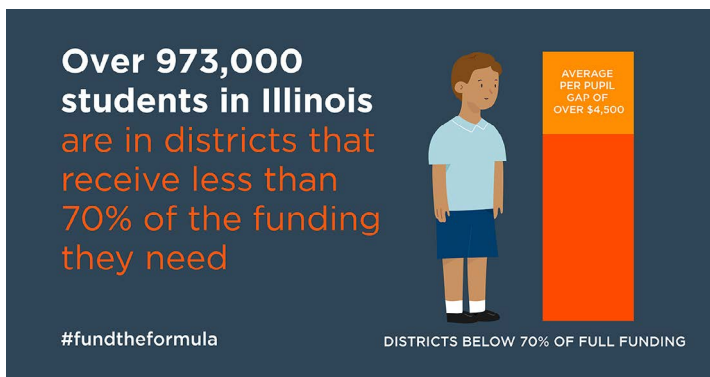
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 Publish Tweet

**OR**

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## January 26

The state got back on track last year by funding the EBF formula. @GovPritzker, let's continue to deliver on Illinois' commitment to public school students by investing at least \$350 million in EBF in FY23. #FundtheFormula

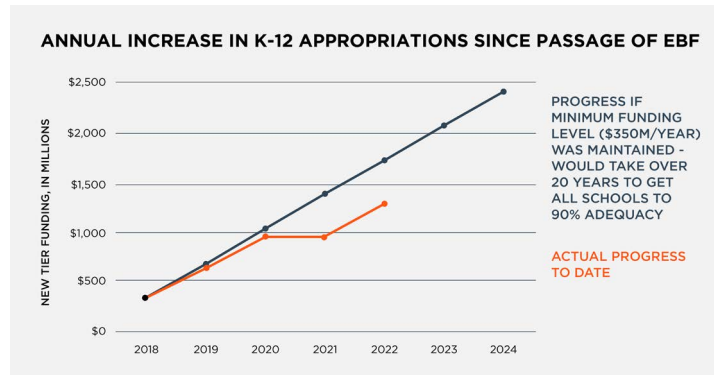
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 [Click to Download Gif](#)

 Publish Tweet

OR

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## February 1

Prioritize at least \$350M in EBF in FY23, @GovPritzker. Now more than ever, we must choose to prioritize students. I'm a [role in community] in [name of community], & students in my community deserve an equitable, high-quality education. #FundtheFormula

 Copy & Paste text

 [Click to Download Image](#)

 Publish Tweet

OR

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