

# Social Media Toolkit

## Funding Fridays July 7 – September 29



Below are sample tweets and Facebook posts for all education advocates to use on their social media platforms to support the #STOPCutsToClassrooms campaign. Please use the specific tweets and posts for the Friday that it is listed for consistency and a greater impact across social media platforms. Also don't forget to use #STOPCutsToClassrooms across all your social media channels.

Make sure to following National PTA on all social media platforms (Facebook, Twitter, Instagram) to highlight special guests involved in the campaign and share additional #STOPCutsToClassroom campaign messages.

### July 7

#### Twitter

- ED Funding has remained at 2% of Fed budget since 1967. A lot has changed since then when will our priorities? #STOPCutsToClassrooms
- Today is Funding Friday. Like, share & retweet @NationalPTA to #STOPCutsToClassrooms. Tell Congress 2% isn't enough PTA.org/STOPCuts
- Join @NationalPTA & Education advocates nationwide TODAY for Funding Friday to #STOPCutsToClassrooms PTA.org/STOPCuts

#### Facebook

National PTA is running a nationwide campaign—from July 7 to September 29—to raise public awareness that federal education funding—accounting for only 2% of the federal budget—is an inadequate investment for our children. We will need every PTA member and their education advocacy network to help in order to make this nationwide campaign a success to #STOPCutsToClassrooms and ensure funding for public education is more than 2% of the federal budget in this next fiscal year! To participate and learn more about federal funding for education go to PTA.org/STOPCuts.

### July 14

#### Twitter

- Public school enrollment has increased by 27% since 1985 but ED Funding has remained at 2% of Fed budget #STOPCutsToClassrooms
- Join @NationalPTA & education advocates nationwide for Funding Fridays! Will you help #STOPCutsToClassrooms? PTA.org/STOPCuts
- It's time we advocate for adequate federal funding for public education. Participate in Funding Fridays July 7 -Sept 29 #STOPCutsToClassrooms

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## Funding Fridays July 7 – September 29



### Facebook

Federal funding for public education programs has remained at 2% of the federal budget for decades, despite the increase in public school enrollment and the rising cost of education resources and services. This disparity between funding levels and actual costs means that the federal government has essentially enacted cuts to classrooms. Stand with four million parents, teachers, students and community leaders as we demand that Congress #STOPCutsToClassrooms and invest more than 2% in public education before the next fiscal year on Oct. 1, 2017. Learn more and participate in the new federal funding for education campaign at [PTA.org/STOPCuts](http://PTA.org/STOPCuts).

### July 21

#### Twitter

- Send a letter to Congress TODAY requesting to #STOPCutsToClassrooms & invest in education <https://goo.gl/CdLEck>
- .@Congressman\_\_\_, @\_\_\_PTA wants you to #STOPCutsToClassrooms & invest more than 2% in education programs in FY2018 [PTA.org/STOPCuts](http://PTA.org/STOPCuts)
- Tell your friends to send a letter to Congress TODAY requesting to #STOPCutsToClassrooms & invest in education <https://goo.gl/CdLEck>

#### Facebook

Send a letter to your member of Congress TODAY asking them to #STOPCutsToClassrooms and ensure funding for public education is more than 2% of the federal budget in fiscal year 2018. Make your voice heard and send a #STOPCutsToClassrooms letter at <https://goo.gl/CdLEck>.

### July 28

#### Twitter

- Low income students are now a majority of public school children yet funding for Title I has remained the same #STOPCutsToClassrooms
- Today is Funding Friday. Like, share & retweet @NationalPTA to #STOPCutsToClassrooms. Tell Congress 2% isn't enough [PTA.org/STOPCuts](http://PTA.org/STOPCuts)
- Title I serves 56K public schools & 20M students. Imagine the difference we could make if we invested more in Title I #STOPCutsToClassrooms

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### Facebook

Title I is a federal formula grant program that aids schools with high percentages of children from low-income families. Currently the program serves 56,000 public schools and 20 million students. As of 2015, low income students became the majority of school children attending the nation's public schools. Now more than ever it's important that we demand that Congress #STOPCutsToClassrooms and invest more in public education, such as the Title I program. Make your voice heard and get involved in the #STOPCutsToClassrooms campaign at [PTA.org/STOPCuts](http://PTA.org/STOPCuts).

### August 4

#### Twitter

- Nearly 1 out of every 5 students in the U.S. does not graduate from high school. We need to invest in our future! #STOPCutsToClassrooms
- Join @NationalPTA & Education advocates nationwide for Funding Fridays! Will you help #STOPCutsToClassrooms? [PTA.org/STOPCuts](http://PTA.org/STOPCuts)
- 62% of voters believe the fed gov spends too little on public education. @NationalPTA couldn't agree more #STOPCutsToClassrooms @HartSurveys

### Facebook

The Heart Research Association survey found that 62% of voters across the country believe that the federal government spends too little rather than too much on public education. Additionally, 74% of voters oppose President Trump's proposal to cut \$9.2 billion from the education budget. Stand with four million parents, teachers, students and community leaders as we demand that Congress #STOPCutsToClassrooms and invest more than 2% in public education. Get involved in the campaign at [PTA.org/STOPCuts](http://PTA.org/STOPCuts).

### August 11

#### Twitter

- Our students deserve a quality public educ & jobs when they graduate. Tell Congress to #STOPCutsToClassrooms & invest in public educ.
- Today is Funding Friday. Like, share & retweet @NationalPTA to #STOPCutsToClassrooms. Tell Congress 2% isn't enough [PTA.org/STOPCuts](http://PTA.org/STOPCuts)
- 74% of voters oppose the President's proposal to cut education spending by 13.5% #STOPCutsToClassrooms @HartSurveys [PTA.org/STOPCuts](http://PTA.org/STOPCuts)

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### Facebook

Educational attainment increases earnings and decreases unemployment rates, yet federal investments to ensure greater education attainment remain stagnant. Tell Congress to #STOPCutsToClassrooms and invest more than 2% in public education. Get involved at [PTA.org/STOPCuts](http://PTA.org/STOPCuts).

### August 18

#### Twitter

- Congress never met their promise to cover 40% of National avg per pupil cost of students with disabilities. Fund IDEA #STOPCutsToClassrooms
- 1.6 million students attend a school with a law enforcement officer, but not a school counselor #STOPCutsToClassrooms
- Join @NationalPTA & Education advocates nationwide for Funding Fridays! Will you help #STOPCutsToClassrooms? [PTA.org/STOPCuts](http://PTA.org/STOPCuts)

### Facebook

The number of students receiving special education services has increased by 38% since 1990 and Congress has never met even half of their promise to cover 40% of the national average per pupil cost of students with disabilities. The PTA demands for Congress to #STOPCutsToClassrooms and fully fund the Individuals with Disabilities Education Act to ensure students with disabilities receives the support and resources they need to succeed in school.

### August 25

#### Twitter

- US is a world leader in military spending but not in top 10 on investment in education #STOPCutsToClassrooms. [PTA.org/STOPCuts](http://PTA.org/STOPCuts)
- Today is Funding Friday. Like, share & retweet @NationalPTA to #STOPCutsToClassrooms. Tell Congress 2% isn't enough [PTA.org/STOPCuts](http://PTA.org/STOPCuts)

### Facebook

The United States spends more on the military than the next seven highest military spending countries combined however the U.S. doesn't rank in the top 10 of countries on investments in education relative to total public spending and gross domestic product. It's time we prioritize our investments in our children #STOPCutsToClassrooms and invest more than 2% in public education before the next fiscal year on Oct. 1, 2017. Join the movement at [PTA.org/STOPCuts](http://PTA.org/STOPCuts).

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## Funding Fridays July 7 – September 29



### September 1

#### Twitter

- Education increases wages and decreases unemployment. Why not invest more in what works? 2% isn't enough #STOPCutsToClassrooms #ROI
- Join @NationalPTA & Education advocates nationwide for Funding Fridays! Will you help #STOPCutsToClassrooms? PTA.org/STOPCuts

#### Facebook

Education increases wages and decreases unemployment. Why not invest more in what works? 2% of the federal budget for education isn't enough to make sure our kids are ready for college and careers. Join the effort with National PTA and education advocates nationwide to #STOPCutsToClassrooms! Go to PTA.org/STOPCuts

### September 8

#### Twitter

- Education advocates have waited 50 years for adequate investments in public educ. We demand more than 2% #STOPCutsToClassrooms
- Today is Funding Friday. Like, share & retweet @NationalPTA to #STOPCutsToClassrooms. Tell Congress 2% isn't enough PTA.org/STOPCuts

#### Facebook

For 50 years, education advocates have waited for adequate investments in public education. We demand more than 2% of the federal budget go towards our nation's kids. Tell your Representative and Senators that 2% isn't enough and we should #STOPCutsToClassrooms! Go to PTA.org/STOPCuts

### September 15

#### Twitter

- The best way to reduce the federal deficit is to spur economic growth & educ programs have a high return on investment #STOPCutsToClassrooms
- Join @NationalPTA & Education advocates nationwide for Funding Fridays! Will you help #STOPCutsToClassrooms? PTA.org/STOPCuts

# Social Media Toolkit

## Funding Fridays July 7 – September 29



### Facebook

The best way to reduce the federal deficit is to spur economic growth. Let's make sure our nation's youth is ready for a 21st Century economy by investing in them. Join the effort with National PTA and education advocates nationwide to #STOPCutsToClassrooms! Go to [PTA.org/STOPCuts](http://PTA.org/STOPCuts)

### September 22

#### Twitter

- We need to invest in education & #STOPCutsToClassrooms to have a well-trained & educated workforce to compete in global econ. 2% isn't enough
- Today is Funding Friday. Like, share & retweet @NationalPTA to #STOPCutsToClassrooms. Tell Congress 2% isn't enough [PTA.org/STOPCuts](http://PTA.org/STOPCuts)

#### Facebook

We need to invest in education to have a well-trained and educated workforce to compete in global economy. 2% of the federal government's budget going towards education just isn't enough. Tell your members of Congress to #STOPCuts2Classrooms and fund our future! Go to [PTA.org/STOPCuts](http://PTA.org/STOPCuts)

### September 29

#### Twitter

- Every yr US spends 2% of fed budget on educ. This year the American people demand more. Send a letter to Congress to #STOPCutsToClassrooms
- Join @NationalPTA & Education advocates nationwide for Funding Fridays! Will you help #STOPCutsToClassrooms? [PTA.org/STOPCuts](http://PTA.org/STOPCuts)

#### Facebook

Every year, the United States spends only 2% of the federal budget on education but this year we demand more. Tell your members of Congress to prioritize our students by joining the effort with National PTA and education advocates nationwide to #STOPCutsToClassrooms. Go to [PTA.org/STOPCuts](http://PTA.org/STOPCuts) to learn how you can help.