



**START
STRONG
PA**



**PRE-K
FOR
PA**

Leadership in Action Program

Start Strong PA and Pre-K for PA are excited to launch the Leadership in Action program for early care and education programs. The Pre-K for PA and Start Strong PA campaigns were created because we understand the value and impact of your work. We know that the care and education you provide makes a lasting impact on the lives of the children, their families, our communities and our economy. Our goal is to make quality early learning accessible and affordable through improved policies and increased funding—but we need your help to do that!

Our Leadership in Action Program is designed to offer opportunities for early care and education programs to be advocates, whether you have been raising your voice for years or are considering it for the very first time. You know your story and the story of your families best. Our elected officials need to hear those stories and we want to help you share them.

Programs participating in Leadership in Action will receive gift cards based on the type and level of engagement chosen. Advocacy campaign staff will document your participation and then cards will be issued on a monthly basis. While activities will be coordinated with Start Strong PA or Pre-K for PA partners, you can conduct the activities with or without us. Documentation will differ by type of activity. As program participants' engagement increases, gift card amounts increase.

If you have questions or need more information on how to participate in our Leadership in Action program please contact:

**Jan Schwartz,
Outreach Director, PennAEYC
jmschwartz@rcn.com**

Example activities are listed on the back and categorized by engagement level.

Program directors will receive gift cards in the amounts indicated below for use in their programs, as they complete the corresponding activities.

ACTIVITY **EARLY LEARNING SUPPLY STORE GIFT CARD AMOUNT**

Tier 1

Participate in campaign-themed activity submitting art, etc. to elected officials such as valentines, etc.	\$5
Program director sends letter to elected officials	\$10

Tier 2

Program director submits letter to the editor. (Gift card not contingent on it being published)	\$15
Host a family/community engagement event (No Small Matter/Kindergarten Transition) Families may include those outside the elected official's district.	\$15 Without elected official(s) or designee(s) \$30 With elected official(s) or designee(s)
Help a family from your program share their story in a letter to elected official(s) or submit a letter to the editor.	\$25
Host a professional development session on advocacy offered by campaign partners. Include families to allow campaigns to identify parent leaders.	\$25 Without families \$50 With families
Attend an elected official-hosted roundtable/open house with or without a family.	\$30 Without a family \$40 With a family
Meet your elected official in their district office with or without a family.	\$40 Without a family \$50 With a family
Host an elected official or designee in your program:	\$40 Without a family \$50 With a family
Option 1—meet and greet with elected official and program's families/staff	
Option 2—staff meeting discussion with elected official about investments	
Option 3—program tour	
Option 4—center milestone (staff retirement, anniversary of establishment, move to higher STAR level, etc.)	
Attend a candidate forum for a state legislative seat and raise early care and education as an issue.	\$40 Without a family \$50 With a family

Tier 3

Travel to Harrisburg to:	\$75 Without a family
Option 1—participate in a capitol caravan	\$100 With a family
Option 2—participate in a capitol visibility event	
Option 3—escort a family with campaign representatives to visit an elected official during a capitol visibility event	

* For family-involved activities, family must be from the district of elected official, except where otherwise indicated.
* Incentives will be issued based on the availability of funds.

Social Distancing Activities:

Program directors will receive gift cards in the amounts indicated below for use in their programs, as they complete the corresponding activities.

ACTIVITY **VISA GIFT CARD AMOUNT**

Tier 1

Program director sends letter electronically to elected officials. (This does not include filling out an action alert)	\$10
Program director secures families to share their stories for campaign media use.	\$15

Tier 2

Program director submits letter to the editor. (Gift card is not contingent on it being published)	\$20
Help a family from your program share their story in a letter to elected official(s) or submit a letter to the editor.	\$25
Host a web-based professional development session on advocacy offered by campaign partners. Include families to allow campaigns to identify parent leaders.	\$25 Without families \$50 With families
Participate in a virtual candidate event for a state legislative seat and raise early care and education as an issue or prep a family from your program to do the same.	\$40 Program participates \$50 Family participates

Tier 3

Hold a conference call with your elected official(s) with or without families.	\$50 Without families \$60 With families
Hold a "caravan" conference call with your elected official(s) multiple programs with or without families.	\$60 Without families \$70 With families
Serve as a campaign media contact and/or have a family from your program do the same.	\$75 Without a family \$100 With a family

* For family-involved activities, family must be from the district of elected official.
* Incentives will be issued based on the availability of funds.