



Tactic: Forming Partnerships with Allies and Co-Conspirators

The National Parents Union is proud of you for answering the call to advocate and fight for a high quality educational experience for your child and all children in your community. We want you to know that you are not alone. Across the country, there are parents and organizations standing up and demanding the same. We at the National Parents Union believe that we are stronger together. Developing strategic partnerships is a critical component of your advocacy strategic plan.

To strengthen and elevate your message, identifying local allies and co-conspirators is critical. Even more powerful is partnering with those across the state and country.

Recommended Actions to Develop Partnerships with Allies and Co-Conspirators

- ❖ Be authentic and always be clear about who you are and why you are doing what you are doing. It's important to be someone that your community can trust. Be who you claim to be and do what you say you are going to do and your partners, allies and co-conspirators will trust you in this work.
- ❖ Connect with potential partners through messenger, email, social media.
 - Set up a meeting to discuss alignment and potential partnership. You can either call or email to set up a meeting.
 - Sample email: *Hello! Hoping that this email finds you and your loved ones well. First of all, I want to thank you for your work on behalf of my children and our community. Very recently, I've begun to engage in advocacy and have (describe your work here). I'm hoping that we can set up a quick call to discuss our collective work and how we can support each other in the important mission of improving education for all kids. If you could please either let me know who to contact to schedule a time, or if you would like to send me a few dates and times that work (along with the time zone that you're in) I will send you an*

invitation for a time that works. Looking forward to meeting you. With respect, (sign your name)

- Be prepared to share what you bring to a potential partnership/allyship and what you are hoping to receive.
 - If there seems to be agreement in working together, set a date and time to follow up during your initial meeting.
- ❖ **Clarify any follow up.** This includes what you might have said that you would share, or what your potential partner said they would share. Set a date/time by when you should all expect the follow up to be complete.
- ❖ **Establish a presence on social media.**
- Facebook is a great start. Because there are so many parent groups it's important to find the ones that are a match with your mission and message.
 - Search parent groups that share your mission. One way of doing this is identifying key words that are aligned with what you are advocating for like: high quality virtual learning; reopening schools; restorative practices; high quality education; special needs.
 - Before reaching out to a potential partner, do your research. Read through their comments, links and websites.
 - Does this person or group align with your beliefs?
 - Is this person or organization doing work that interests you and that you can learn from?
 - Look at who follows them and who they follow.
 - Using your list of key words, figure out hashtags that describe your work. Use these hashtags to search Twitter or Instagram for other parent warriors.
 - Tag The National Parents Union in your social media posts. Tag our delegates and staff.
- ❖ **Post your work.**
- Use images and short descriptions to highlight the work that you are doing.
 - Use your hashtags and also feel free to tag potential partners and allies.
 - Tag the National Parents Union
- ❖ **Nurture your relationships by checking in on your partners, allies and co-conspirators.**
- Support them on social media
 - Send an encouraging or check in text or email

- Create an email list of partners, allies, and co-conspirators to keep them informed and updated about your work.
 - Highlight partners in regular newsletter or email
 - Samples
 - ◆ [Sample Email Blast](#)
 - Highlight the work you are doing by adding pictures and short descriptions.

- ❖ Reach out to the National Parents Union for support. We have identified members and organizational partners throughout the United States and Puerto Rico. We are here to help connect you.

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