**2020 NAFIS Spring Conference Communications Templates**

**Share Your Participation in the Conference with Your Community**

These customizable communications materials (which can be modified for personal or school district use) can be used on social media platforms, in board reports or school district newsletters, sent to media, as the basis of an editorial or for any other purpose to help you share your time in DC with your community. Insert your own information where there is red text, and make changes and add language to emphasize other issues important to your context. Editable versions can be found on the 2020 NAFIS Spring Conference webpage.

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**Sample 1: Advocacy Focus**

[Insert school district name] representatives met with the staff for [insert name(s) of Members of Congress] to explain the crucial role that Impact Aid plays in our district, funding [insert two or three items your district uses it for, such as teacher salaries, school counselors, school buses or after-school programming] and much, much more. Impact Aid reimburses our school district for lost local revenue caused by the presence of nontaxable federal land. It is critical to providing our students the opportunities they need to maximize their potential, so it is important for us to advocate directly to Congress for it.

At the meeting(s), district leaders also highlighted the achievements of our students and schools, including [insert key accomplishments or programs that you shared with congressional staff].

The meetings on Capitol Hill were part of the NAFIS Spring Conference, where we also received important updates on the Impact Aid program directly from the U.S. Department of Education and discussed other pressing education issues.

*If possible, include a photo of you with the congressional representative and/or staffer you met with; the sign to the congressional office; or the U.S. Capitol building.*

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**Sample 2: Professional Learning Focus**

[Insert school district name] representatives recently traveled to Washington, DC, to learn about upcoming changes to the Impact Aid program at the 2020 NAFIS Spring Conference.

Impact Aid reimburses our school district for lost local revenue caused by the presence of nontaxable federal land. It funds [insert two or three items your district uses it for, such as teacher salaries, school counselors, school buses or after-school programming] and much, much more. Impact Aid is critical to providing our students the opportunities they need to maximize their potential, so it is important for us to be up-to-date on the latest developments with the program.

The conference also gave us the chance to connect with representatives of other federally impacted school districts and engage in deep conversations on important education issues. In addition, it featured a day on Capitol Hill, where district representatives met with the staff for [insert name(s) of Members of Congress] to explain the crucial role that Impact Aid plays in our district and share the achievements of our schools and students.

*If possible, include a photo of you with a sign at the NAFIS Social Media Station; speakers at one of the General Sessions or Breakout Sessions; or you on Capitol Hill.*

**Sample Press Release**

[Insert school district logo]

FOR IMMEDIATE RELEASE

[Insert date]   
  
For more information, contact:

[Insert name and title of a spokesperson who reporters can contact for more information]  
[Insert school district name]  
[Insert contact information – email address and/or phone number]

**[Insert school district name] Calls on Congress to Support Our Schools**

**[Insert name of city/town] – [insert date]** **–** Representatives of [insert school district name] recently traveled to Washington, DC, to call Congress’ attention to the needs of area schools and to discuss new ways to improve the education of local students at the National Association of Federally Impacted Schools (NAFIS) Spring Conference.

[Insert names and titles of attendees] joined educators from school districts across the United States to discuss and advocate for Impact Aid, an essential federal education program that provides funding to federally impacted school districts like [insert school district name]. Impact Aid reimburses these school districts for the loss of revenue caused by the presence of nontaxable federal property, such as [insert name(s) of federal properties impacting your community]. It helps ensure that students who attend schools on or near this property have access to a quality education.

“Without Impact Aid, we wouldn’t be able to meet the needs of our students,” said [insert name and title of district spokesperson]. “Impact Aid pays for [insert two or three items your district uses it for, such as teacher salaries, school counselors, school buses or after-school programming] and much, much more. This funding is critical to providing our students the opportunities they need to maximize their potential, which is why it is so important for us to advocate directly to Congress for it.”

During the three-day conference, [insert name of school district] representatives attended sessions that provided background information on Impact Aid and shared upcoming changes to the program. They also had the opportunity to learn about other important topics in education, such as social emotional learning and science/technology/engineering/arts/mathematics (STEAM) programs, and to connect with other representatives of federally impacted school districts to learn how they are approaching shared challenges.

As part of the conference, [insert names of attendees] met with the staff of [insert names of all congressional offices met with] to explain the crucial role that Impact Aid plays in [insert the name of school district] and to share the achievements and needs of the district’s schools and students.

Every one of the [insert number of district students] students who attends [insert name of school district] benefits from Impact Aid. It is a cause that our school district will continue to fight for.

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Insert boilerplate language here, which should be one paragraph that includes the school district name and key facts about it. It should end with, “To learn more, visit [insert school district website].”