

CREATE YOUR **PITCH**

Use this worksheet to craft a clear and compelling message about who you are, why Impact Aid matters, and what action you want policymakers to take.

IDENTIFY YOUR AUDIENCE

Who is your elected official?
Who are you meeting with?
What is their motivation?
Are they Impact Aid (IA) supporters?

IDENTIFY YOURSELF

Who are you?
What school district do you represent?
How are you impacted?

YOUR STORY

What do you use IA for?
How would students be affected?

THE ASK

What do you want the policymaker to do?
(Reference your NAFIS talking points)

Practice out loud and contact your elected officials.