START STRONG PA

PRE-K FOR PA

Leadership in Action Program

Start Strong PA and Pre-K for PA are excited to offer 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:

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

Program directors will receive gift cards from the Pennsylvania Association for the Education of Young Children (PennAEYC), on behalf of the Start Strong PA and Pre-K for PA campaigns, in the amounts indicated below for use in their programs as they complete the corresponding activities. In addition, participating families will be issued a separate gift card, in an equal amount. Families may be mailed gift cards directly or they may be sent to the program director for the family. *Italicized activities may be conducted virtually* (gift card amount reduced by $25). Please note that PennAEYC will need to collect a W9 IRS form from programs or families receiving more than $599 in gift cards in a calendar year for tax compliance purposes.

ACTIVITY	GIFT CARD AMOUNT
Tier 1	
Participate in campaign-themed activities by submitting art to elected officials.	**$20**
Sign on five people to become supporters of the campaigns.	**$25**
Receive, display and distribute "get out the vote" (GOTV) information cards to parents.	**$25**
Participate in one of the following campaign social media efforts: Option 1—Twitterstorms / Twitterchats. Option 2—Share stories on your social media platform(s) and tag our social media platforms. Option 3—Upload stories in writing with still photos for us to use on our social media platforms.	**$30**
Program director sends a letter to elected official(s). (This does not include filling out an action alert.)	**$30**
Program director secures families to share their stories for campaign media use.	**$30**
Tier 2	
Using campaign talking points, share your story via a video clip on your social media platform(s) and tag our social media platforms or submit your video clip to us for use on our social media platforms.	**$50**
Program director submits a letter to the editor. (Gift card not contingent on it being published.)	**$50**
Send a photo of a parent accessing GOTV information through a QR code.	**$50**
Submit three original GOTV themed art depictions by children.	**$50**
Host a family/community engagement event (Video/Documentary Showing/ Kindergarten Transition.) Families may include those outside of the elected official's district.	**$50** Without elected official(s) or designee(s) **$80** With elected official(s) or desinee(s)
Help a family from your program share their story in a letter to an elected official(s) or submit a letter to the editor. (Gift card not contingent on it being published.)	**$70**

ACTIVITY	GIFT CARD AMOUNT
Tier 2 continued	
Attend/participate in a GOTV training.	**$75**
Host a professional development session on advocacy offered by campaign partners. Include families to allow the campaigns to identify parent leaders.	**$115** Without families **$155** With families
Participate or secure a family to participate in a panel discussion.	**$100**
Attend an elected official hosted roundtable/open house.	**$100** Without families **$120** With families
Attend candidate event or forum and raise early care and education as an issue.	**$100** Without families **$120** With families
Tier 3	
Meet your elected official in their district office.	**$120** Without families **$160** With families
Host an elected official or designee in your program: *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 and/or elected official or designee reads to a classroom.* *Option 4—Center milestone (staff retirement, anniversary of establishment, move to higher STAR level, etc.)*	**$160** Without families **$200** With families
Hold a conference call with your elected official(s).	**$120** Without families **$160** With families
Serve as a campaign media contact and/or have a family from your program do the same.	**$200** Without families **$250** With families
Travel to Harrisburg to: Option 1—Participate in a capitol caravan. Option 2—Participate in a capitol visibility event. Option 3—Visit an elected official with campaign representatives during a capitol visibility event.	**$200** Without families **$250** With families
Offer extended hours until at least 9pm to allow parents to vote.	**$250**

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

Revised March 2024