

FREEDOM TO LEARN

Demanding Accurate, Honest and Fully Funded Public Education

Last updated September 1, 2022

This digital toolkit is based on our [Freedom To Learn: Demanding Accurate, Honest and Fully Funded Public Education](#) messaging guide.

Use this digital toolkit to **boldly, loudly, and repeatedly** share our vision for public education. Let's come together to create the well-resourced, equitable public schools every one of our children deserves.

We believe that if our words don't spread, they don't work. As such, we are honored to have you use this language verbatim. The pieces of creative are yours to use **freely without need for attribution** in your advocacy efforts. You can also use them as inspiration when crafting new content in your own voice and tailored to your audiences. Lastly, please feel free to share this guide far and wide.

Below, we include the following elements:

1. [Key Guidance](#)
2. [Sample Social Media Posts](#)
3. [Sample Creative](#)
 - a. [Sample Videos](#)
 - b. [Sample Memes](#)
 - c. [Sample GIFs](#)
 - d. [Sample Stills](#)
4. [Sample Form, Petition, or Email](#)



Key Guidance

RECOMMENDATIONS for DIGITAL CONTENT

[Check out the research that informs these recommendations.](#)

- Target **young (18-30)** people for persuasion and mobilization. They are especially likely to respond to videos on this issue.
 - Leave people with a **positive and hopeful** feeling about kids and the future.
 - Highlight certain politicians as the villain, not angry parents.
 - **INCLUDE A CALL TO ACTION** but keep it simple (ex. “Demand Fair Funding”, “Fight For Schools That Respect Every Child”).
 - Include non parents – they are our most moveable targets.
 - **Don’t focus on angry parents** at school board meetings. This doesn’t motivate people to want to take action. For good reason, this is more acutely true with communities of color.
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HELPFUL LINKS

1. [Freedom To Learn Messaging Guide](#) [December 1, 2021]
2. [Freedom To Learn: Digital Video Ad Testing](#) [December 1, 2021]
3. [Messaging on Education Equity and Critical Race Theory](#) [December 1, 2021]
4. [Research Memo: Making The Case For Honest and Equitable Education](#) [October 19, 2021]

Sample Social Media Posts

Following the key guidance above, mix and match these to use across Facebook, Twitter, Instagram, and more.

HASHTAG: #FreedomToLearn

VALUES:

- School is a place where childhood happens. A place where children of different [choose one: places & races **-or-** backgrounds & genders] learn from the past, make sense of the present & prepare for the future.
- Whatever our [choose 3: race / color, background, income, origin / birthplace, zip code, party, faith, age, or genders], we want our children to have an education that imparts honesty about who we are, integrity in how we treat others, & freedom to pursue our dreams.
- Children of every [choose 3: race / color, background, income, origin / birthplace, zip code, party, faith, age, or gender] should have the #FreedomToLearn & pursue their dreams.
- To prepare children across [insert the name of your state] for the future, we need to teach them both the good & the bad of our history so that they better understand the lives, cultures & experiences of different [choose 1: State-ians, Americans, people].
- Whether Black or white, Latino or Asian, Native or newcomer, every [insert the name of your state] child deserves an accurate, honest & quality education, no matter the color of their skin or where they call home.
- Children throughout our state, from [insert the names of locations in your state or town that bring to my mind racially different groups ex. Philadelphia to Scranton], deserve an accurate, honest & quality education.
- Our children deserve an honest & accurate education that enables them to learn from the mistakes of our past, so they can help create a better future for all of us in [insert name of your state].
- To prepare children for the future of [insert name of your state], we need to teach them both the good & the bad of our history so we can avoid making the same mistakes.
- Every child, no matter their [choose 3: race / color, background, income, origin / birthplace, zip code, faith, age, or genders], should have the #FreedomToLearn with an education that prepares them for the future.

- Most of us in [insert name of your state] believe all children should have the freedom to pursue their dreams. So, we must equip every school with the resources to deliver quality education that prepares every child for the future, no matter their [choose 3: race / color, background, income, origin / birthplace, zip code, party, faith, age, or genders].
- Across time, place, & movements for justice, young people of every [choose 3: race / color, background, income, origin / birthplace, zip code, party, faith, age, & genders] have helped lead the way.
- Our future depends on every child from every corner of [insert name of your state] receiving a great education.
- Most [choose 1: Americans, State-ians] across [choose 3: race / color, background, income, origin / birthplace, zip code, party, faith, age, or genders] take pride in the moments we've stood up to injustice.
- Whether Black or white, Latino or Asian, Native or newcomer, we want our kids to have an education that encourages them to dig deeper into who we are, where we came from & what we're capable of being.

VILLAIN:

Refrain from making parents the villain in your messages

- While educators across [insert the name of your state] work to deliver our children accurate & honest education, some politicians are trying to turn us against schools so they can censor what's taught, deny certain children resources, & write people who look like them out of our history books.
- For years, certain politicians like [insert a specific "villain", i.e. Sen. Ted Cruz or Gov. Brian Kemp] have denied some children the resources needed for a quality education based on what they look like or where they live.
- Certain politicians want to censor the truth of our history, passing laws to ban learning from the mistakes of our past & erase leaders like Martin Luther King, Jr. who stood up to racism & changed our country for the better.
[switch out MLK to name specific ways legislation would impact your local schools]
- Educators across [insert the name of your state] want to provide every child an accurate & quality education, but certain politicians like [insert a specific "villain", i.e. Sen. Ron Johnson or Sen. Marco Rubio] want to whitewash parts of our history so they can control a political narrative.
- Educators want to provide every child an accurate & quality education, while certain politicians like [insert a specific "villain", i.e. Rep. Kevin McCarthy or Gov. Ron DeSantis] want to exclude certain kids, denying their schools funding & writing people who look like them out of our history books.

[this is a place in the message where you can **also** insert explicit identities (i.e. Black & brown children, Native kids, transgender youth) that make sense for and match your context.]

- Educators across [insert the name of your state] are working hard to provide a quality education, while the same politicians opposing masks & lying about vaccines refuse to equitably fund our schools, & deny resources to certain schools that communities, parents & kids want to improve.
 - Certain politicians like [insert a specific “villain”, i.e. Mike Pence or Tim Michels] try to turn us against schools & teachers, or point the finger at parents, to keep us from coming together to demand that every school gets the resources to provide every child a quality education, not just the children of the wealthy few.
 - [Insert the name of your state] lawmakers who have denied our classrooms resources are now spreading fear about our schools, trying to dictate what teachers say & block kids from learning our shared stories of confronting injustice.
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VISION & ACTION:

- By joining together across [insert the name of your state] & speaking up at school board meetings, contacting our elected leaders, & voting to fully fund our schools, we can make this a country where every child has the #FreedomToLearn, grow & thrive.
- By joining together, speaking up at school board meetings & voting in local elections, we can make our schools places where every child belongs & can thrive, & [insert the name of your state] a place where we respect & support each other across our differences. Take action with us: [external link]
- Together, we can demand every child in [insert the name of your state] have the same quality education we want for our own & finally give all of our schools the resources they need by speaking up at meetings, contacting our elected leaders, & voting in every election from school board to Senate.
- Joining together, we can demand that our schools have the resources to meet every child’s needs with well-trained & supported teachers & a curriculum that helps them make [insert the name of your state] this country better for everyone, whether Black, white, or brown. Take action with us: [external link]
- When we vote, we can make [insert the name of your state] a place where every child, whatever their race, [choose 2 more: genders, background, origin / birthplace, zip code, or faith] has an honest education that sets them up for success. Take action with us: [external link]
- No matter their [choose 3: race / color, background, origin / birthplace, zip code, faith, age, or genders], every child deserves the #FreedomToLearn: to develop knowledge & skills to reckon with our past, shape a better future, & pursue their dreams.

- By speaking up at school boards, contacting our elected leaders, & voting in every election from school board to Senate, we can ensure every child gets a quality education no matter their [choose 3: race / color, background, origin / birthplace, zip code, faith, age, or genders].
- When we speak up for an honest & accurate curriculum, we ensure that our [insert the name of your state] schools help all children, regardless of where they live or the color of their skin, move forward to a better future. Take action with us: [external link]

Sample Creative

The included videos and memes shared were created through the [Freedom to Learn](#) research conducted by ASO Communications, FrameShift, Lake Research Projects, and We Make the Future. These pieces of creative are yours to use freely **without need for attribution** in your advocacy efforts. You can also use them as inspiration when crafting new content in your own voice and tailored to your audiences.

We encourage you to take these pieces of creative and use them how you see fit, including **and especially** in paid digital spends. Our message only works when it spreads.

Digital presents an opportunity not only to deliver winning messages, but also to foster relationships with voters and/or members of your community. We recommend you think through how you're using this content to connect with your organizing work, using these videos, memes, GIFs, and stills as an opportunity to move people who participate in online activism to more concrete actions like calling their legislators, participating in a meeting, or volunteering.

A NOTE on ACCESSIBILITY:

We've added alt text to each piece of creative below, which helps screen-reading software describe the images to people who are visually impaired. We'd encourage people to include the alt text for the images and gifs when posting on social media or creating toolkits like this. (Right click the image and select "alt text" to view. [More information here.](#))

TESTED VIDEOS

Creative Credit: FrameShift

The videos listed below were tested with a national sample of more than 4,000 respondents, in which more than 50% were parents and half were people of color. In our test, we found these videos to be effective across our base and persuadable audiences. For full details on this research, check out this [slide deck](#).

Fair Funding

Moved all parents and all POC to prioritize school funding. Greatest movement among Young Parents and Latinx voters. Also mobilized young non-parents.

[Click to download.](#)



Freedom to Pursue Dreams

Persuaded parents across age groups and races to prioritize school funding. Shifted views among white parents on teaching about enslavement and racism. Particularly effective at mobilizing young adults and Latinx voters to take action.

[Click to download.](#)



Moving Forward

Shifted beliefs of many, including young adults, non-parents across age groups and races, and especially among left-leaning parents. Significantly mobilized Latinx voters.

[Click to download.](#)



Gen Z Empowerment

Persuasive across age groups and races with some mobilizing efficacy too. Most persuasive with young parents and Latinx voters.

Click to download:

[Video 1: Gen Z](#) | [Video 2: Next](#)



MEMES

Creative Credit: FrameShift

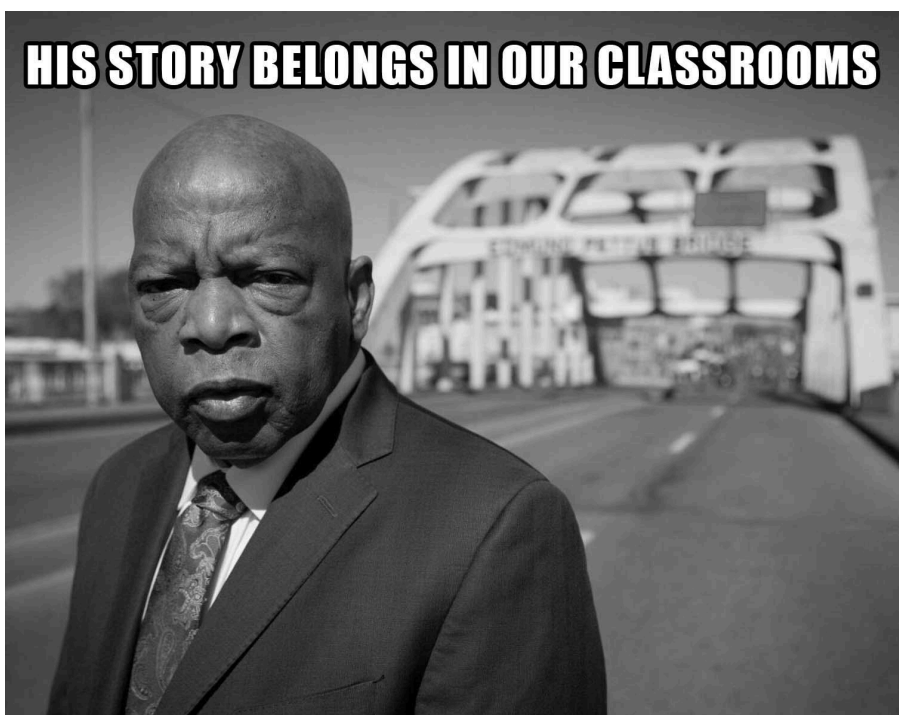
Use and adapt these memes to reflect the histories, stories, people, and events that speak to your communities, match your context, and serve your goals. These were created as a part of our project with FrameShift but they were not tested.

It's always important for content to be authentic to the messenger delivering it. The memes you create should use audience appropriate language while maintaining overall guidance and framing.

Key People

This meme includes a picture of John Lewis. Using similar text, you can create your own by switching this picture to include other key people of color.

[Click here to download](#) and use the meme as it is.



Our History

These memes follow the pattern of showing historic people and events that some politicians want to remove from our classrooms. You can create your own using topics that would be directly impacted by legislation in our area. Edit to include other key events or figures. These are a vertical version that you can use for stories.

[Top image](#) | [Bottom Image](#)



Whitewashed History

The top meme uses a picture of Ruby Bridges. You can create your own by editing in other historic images. The 2nd meme is styled similar to the one with Ruby Bridges to show how you can demonstrate other historic events that would be altered by anti-CRT legislation.

[Top image](#) | [Bottom image](#)

The “whitewashed history” language elicited a strong emotional response from respondents in our research. We suggest keeping it in your images. In our research, respondents had a strong emotional response to knowing the specifics about how legislation would prevent children from learning about historical events and people.

True History



Whitewashed History



True History



Whitewashed History

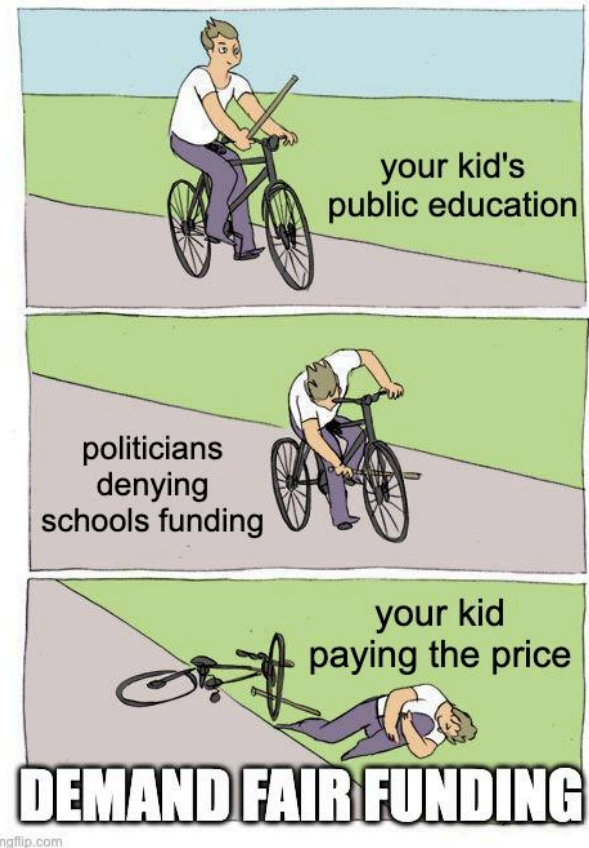


Comedic Memes

This is a fairly popular comedic meme style that you can find all over the internet to describe various events. In this example, we use comedy to demonstrate how allowing politicians to sabotage the funding of public schools harms our children.

In addition to using this meme as is, you can create your own by naming different ways some politicians are opposing our children's freedom and futures. For example, some are censoring the lessons taught in our classrooms or passing laws to ban learning from the mistakes of our past. We encourage you to use others to build yours. The key is including a call to action. We need to engage our audiences in speaking up about these issues, not just be aware of their absurdity.

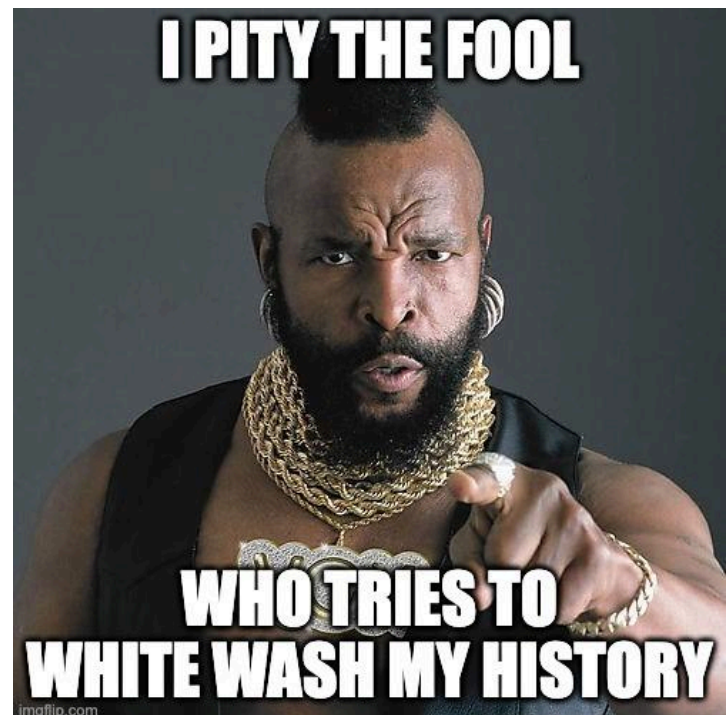
[Click here to download](#) and use it as it is.



Playing off Mr. T's famous catchphrase, this meme connects these issues with popular culture, a common way organizations and activists can break through the noise online.

We encourage you to think through other ways you can connect our vision for well-resourced public schools with popular culture.

[Click here to download](#)



GIFs

Creative Credit: IntoAction



Share on [Facebook](#) | Download [MP4](#)
Download [JPG](#) | Download [GIF](#)



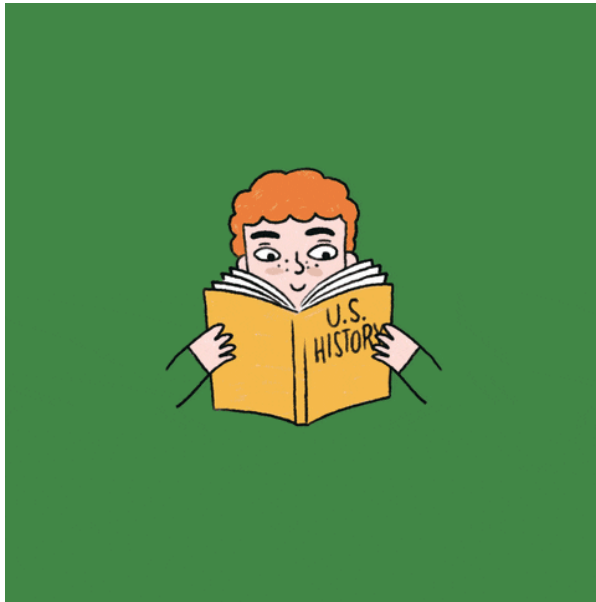
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Stills

Creative Credit: Ry Macarayan, www.rymakes.com



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our family is for
HONEST EDUCATION.



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FORM, PETITION, OR EMAIL

The Race Class Narrative framework — values, villain, vision, action — can easily be adapted to fit different spaces. Here, we've used elements from the [Freedom To Learn Messaging Guide](#) to showcase one way it could be used in a form, petition, or email:

School is a place where childhood happens. A place where children of different places and races learn from the past, make sense of the present and prepare for the future.

We want our children to have an education that imparts honesty about who we are and integrity in how we treat others. Children should have the freedom to learn and pursue their dreams.

While educators work to deliver our children accurate and honest education, some politicians are trying to censor the lessons taught in our classrooms, deny certain children resources and write people who look like them out of our history books.

Our children deserve the freedom to learn: to develop the knowledge and skills to reckon with our past, shape a better future, and pursue their dreams.

Demand fair funding: tell our elected leaders to fully fund our schools, Can we count on you to join us on (insert date)?

Sample calls to action:

- Signing up to attend an event, rally or school board meeting
- Voting in an upcoming election
- Becoming a member of your organization
- Committing to call a legislator: *We're coming together to call on Sen. X to do Y*
- Signing a petition: *Add your name: Demand Sen. X do Y*
- Signing a positively-framed form: *I Support The #FreedomToLearn in {State}*

CONTACT INFO

For any questions relating to messaging or the research, contact us at info@wemakethefuture.us.

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