

RAISE YOUR HAND

#RaiseYourHand Student Agenda: First 100 Days Action Plan for Achieving Racial Equity in Schools

Ambassador Amplification Toolkit

To ensure the Biden-Harris administration, Department of Education, states and school districts prioritize advancing equity in education for **BIPOC** students, Our Turn (OT) student leaders have created the “**Raise Your Hand Student Agenda**.” This **Student Agenda for Equity** outlines a **5 point thrust for achieving equity in education**, and a rapid response plan of action to address the disproportionate negative impact COVID-19 has had on marginalized youth. As the **Biden-Harris Administration prioritizes racial equity** during their first 100 days in office, join us in amplifying the Raise Your Hand Campaign and empowering student advocacy during the Leadership Development Boot Camp Series!

[Learn more about #RaiseYourHand2021 on the campaign page edjusticeforall.org](#)

This Toolkit Includes:

[Boilerplate](#)

[Campaign Context](#)

[COVID-19 Student Impact Report Link](#)

[Leadership Development Boot Camp](#)

[Social Media](#)

[Newsletter Language](#)

Media Contact:

Tiffany Patterson | Director of Communications | tiffany@itsourturn.org

RAISE YOUR HAND

#RaiseYourHand Student Agenda: First 100 Days Action Plan for Achieving Racial Equity in Schools

Ambassador Amplification Toolkit

Campaign Context

To ensure the Biden-Harris administration prioritizes and centers student voice in all education policy decisions, Our Turn will activate the *Raise Your Hand* campaign over the First 100 Days by:

1. Leading a dedicated student engagement and training initiative, the *Raise Your Hand* Leadership Development Boot Camp Series
2. Corresponding organizing and advocacy efforts
3. Amplifying **specific calls-to-action to gain recognition** of our student demands from departments of education at the local, state, and federal levels

Boilerplates

About Our Turn: Our Turn, a 501(c)(3), elevates the voices of young people in the fight for educational equity. Our Turn Action Network, a 501(c)(4), deploys policy advocacy efforts for the achievement of educational justice.

[Short Form]

About Our Turn: Our Turn, a 501(c)(3), is the nation's leading movement of young people fighting for educational justice. Our Turn activates the power of students – over 85% are students of color – to bring about real, transformative change in the education system. As opposed to a top-down approach that silences voices and leaves students out of decision-making forums, we build capabilities and platforms for students – in partnership with families and community leaders – to organize and mobilize.

[Long Form]

About the Raise Your Hand Campaign for Educational Justice:

Raise Your Hand is a national youth-led movement to build public support for a student-driven vision to reimagine education and achieve educational justice.

RAISE YOUR HAND

#RaiseYourHand Student Agenda: First 100 Days Action Plan for Achieving Racial Equity in Schools

Ambassador Amplification Toolkit

COVID-19 Student Impact Report:

Our Turn continues to call attention to the disproportionate effects COVID-19 has had on low income, first generation, and BIPOC students. Informed by insights outlined in our [COVID-19 Student Impact Report](#), the #RaiseYourHand Student Agenda was developed in response to the many inequities BIPOC students continue to experience during the pandemic.

STUDENTS ARE STRUGGLING

64.8%	MENTAL HEALTH WORSENE
37.3	HAD TO TAKE ON ADD'L RESPONSIBILITIES
30.5%	WORRY ABOUT BEING ABLE TO CONTINUE EDUCATION
28.3%	FACING FINANCIAL INSECURITY
27.9%	PHYSICAL HEALTH WORSENE
21%	LOST JOB
8.2%	FOOD INSECURITY
6.4%	HOUSING INSECURITY
4.3%	HAD TO WITHDRAW FROM SCHOOL



[Download Graphic here](#)

[Download Graphic here](#)

RAISE YOUR HAND

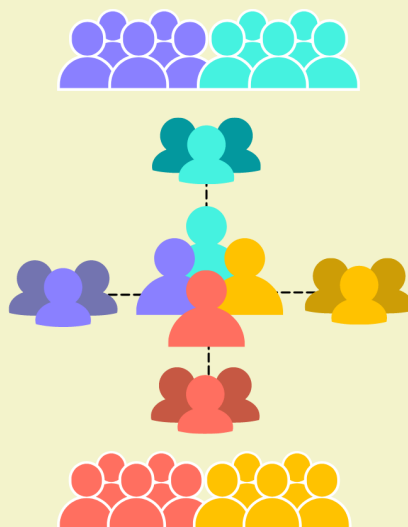
#RaiseYourHand Student Agenda: First 100 Days Action Plan for Achieving Racial Equity in Schools

Ambassador Amplification Toolkit

Leadership Development Boot Camp:

- Link to training schedule and RSVP page for Leadership Development Boot Camp Series events [here](#) (final training on April 24, 2021).
- In 2021, we aim to train **300 youth organizers** in a minimum of seven (7) cities who will grow this movement and elevate student voices through a [set of demands](#) for guiding policy at [federal](#) and [local](#) levels.
- Leadership development supports Our Turn's scale and impact goals - mobilizing youth to lead policy advocacy efforts - while also establishing the [Student Agenda](#) as a nationally recognized, BIPOC-responsive plan for achieving educational equity
- **Youth groups (you + 3 friends)** can use social media prompts below to **drive sign ups for the youth-led, Leadership Development Boot Camp Series training sessions** and amplify OT's rallying call for **Secretary Cardona to recognize the #StudentAgenda by May 1st.**

"The power of people is stronger than people in power"



Its #OurTurn for Change

RAISE YOUR HAND

#RaiseYourHand Student Agenda: First 100 Days Action Plan for Achieving Racial Equity in Schools

Ambassador Amplification Toolkit

Social Media:

The following social media prompts can be used as you share-out OT's call-to-action language on your social handles. Please feel free to exercise creative agency such that the message reflects the tone of your organization! We have also provided links for you to share or repost our latest content across your social media channels. [Member post highlight - [Blanca Pallini](#)]

Share on Facebook: **Tag @SecCardona, @usedgov, & @OurTurnNatl**

- **Reshare:** [Our Turn](#) #RaiseYourHand2021 #KeepIt100Cardona #StudentAgenda
- **Facebook Post:**
 - **Facebook Post (Recruitment support for RYH Leadership Development Boot Camp Series):** Now is the time for educational justice! Sign up [here](#) to participate in Our Turn's Raise Your Hand Leadership Development Boot Camp Series and join our fight for education equity.
 - **Facebook Post (Support for National Recognition of RYH Student Agenda):** During the 2020 election, we witnessed the power of youth activism. I stand in solidarity with @OurTurnNatl aiming to normalize educational justice and hold policy makers accountable for all promises made during campaigns. I am calling on @usedgov to recognize the #StudentAgenda for #Equity today! Secretary Cardona, will you stand with @ourturnnatl?
- Creative/Graphic Asset Folder Link [Here](#) or [Here](#)

RAISE YOUR HAND

#RaiseYourHand Student Agenda: First 100 Days Action Plan for Achieving Racial Equity in Schools

Ambassador Amplification Toolkit

Share on Twitter: **Tag @SecCardona, @usedgov, & @OurTurnNatl**

- **Retweet:** [Our Turn](#) #RaiseYourHand2021 #KeepIt100Cardona #StudentAgenda
- **Tweet #1: (Recruitment support for RYH Leadership Development Boot Camp Series):**
Join the movement of youth fighting for educational justice! Sign up <https://www.itsourturn.org/ryh> for @ourturnnatl's Raise Your Hand Leadership Development Boot Camp Series.
- **Tweet #2: (Support for National Recognition of RYH Student Agenda):** Youth organizers drove much of the incredible turnout & organizing in 2020. We hope @SecCardona will stand with us to ensure our labor wasn't in vain and recognize the #StudentAgenda for #Equity!
 - 2/2 - To join the #RaiseYourHand2021 movement, [sign on today!](#)
- **Tweet #3:** .@OurTurnNatl is aiming to normalize educational justice by holding policy makers accountable for promises made during the #2020elections. We're calling on @usedgov to recognize the #StudentAgenda for #Equity today! @SecCardona, will you stand with us?
 - (2/2) Its #OurTurn for _____. [Sign on to join the movement today!](#)
- Creative/Graphic Asset Folder Link [Here](#) or [Here](#).

Share on Instagram: **Tag @SecCardona, @usedgov, & @OurTurnNatl**

- **Follow/#Repost:** [Our Turn](#) #RaiseYourHand2021 #KeepIt100Cardona #StudentAgenda
- **IG Post #1 (Recruitment support for RYH Leadership Development Boot Camp Series):**
The 2020 election revealed the power of youth organizing to affect real change. But youth have only just begun to unleash our power in shaping the future of our nation! Sign up for @ourturnnatl's Raise Your Hand Leadership Development Boot Camp Series and join the movement of youth organizers fighting for educational justice. <https://www.itsourturn.org/ryh>
- **IG Post #2 (Support for National Recognition of the RYH Student Agenda):** After the 2020 election, we celebrated the power of youth leadership. Now, on the other side of a historical electoral turnout, I stand with @OurTurnNatl calling on @usedgov to recognize the student agenda today! @SecCardona, assure that you will stay true to the reputation you've built as a pioneer in educational justice and stand with us to recognize #BIPOC student demands. The #StudentAgenda for Educational Justice can be viewed on edjusticeforall.com
- Creative/Graphic Asset Folder Link [Here](#) or [Here](#)

RAISE YOUR HAND

**#RaiseYourHand Student Agenda: First 100 Days Action Plan
for Achieving Racial Equity in Schools**

Ambassador Amplification Toolkit

Email Campaign Language:

Hi ____,

I want to share an opportunity with you to grow your leadership, develop your activism skills, and tap into your passion for social justice with other amazing youth leaders from across the country!

[Our Turn](#), is launching a teach-in and leadership boot camp series consisting of digital training sessions to help us (youth) build our skills and elevate our power for educational justice. [Youth organizers](#) will learn about the history of activism and the latest strategies for driving political change, through the voices of peers and seasoned grassroots organizers. During the [#RaiseYourHand2021](#) First 100 Days Campaign, we will accelerate our changemaking journeys and contribute to a movement that shapes national and local educational policies! Learn more about [#RaiseYourHand2021](#) and [sign up for the teach-ins and leadership boot camp series HERE](#).

If you have any questions, please reach out to Our Turn's Director of Organizing, Kayla Morias (kayla@itsourturn.org). If you would like to share your story, or contribute to Our Turn's student-led journalism effort, contact Tiffany Patterson (tiffany@itsourturn.org).

Best,

X