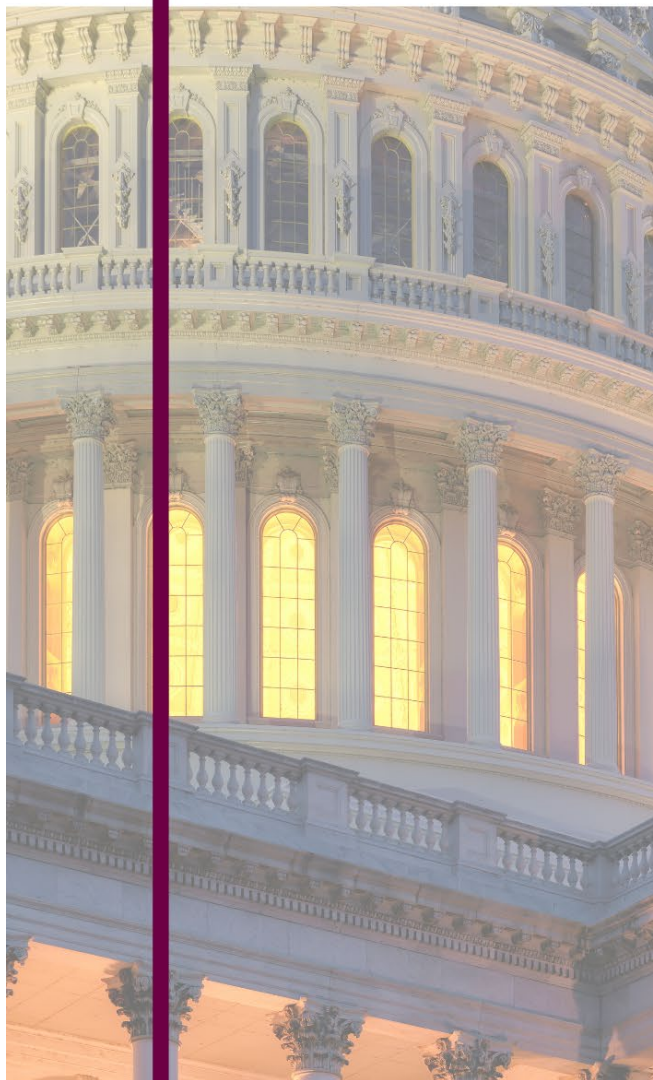




ADVOCATE FROM ANYWHERE



A toolkit from
The National Association of Workforce Boards

Advocate from Anywhere Toolkit

Here you'll find five tools to help you advocate:

- A sample letter to send to your members of Congress
- A sample op-ed to place in a local newspaper or online publication
- A letter to invite your member of Congress for a site visit
- Examples of one-pagers to help you summarize your community/economic impact

1. Write to your members of Congress

Why this matters: Your elected officials want to hear from you, and you have valuable expertise that can help them do their job. Writing a letter to your members of Congress is a great way to reinforce the messages our advocates are bringing to Capitol Hill.

How to: Visit www.senate.gov and www.house.gov to find your elected officials. Typically, there is an online form on their websites where you can submit your comments and concerns. [image of contact congress page? See below]

What to say: You can write your own letter detailing your community impact, partner organizations, and success stories, or you can use any part of our template letter below.

Dear [Members of Congress],

I am writing to urge you to support the public workforce system, namely through the Workforce Innovation and Opportunity Act (WIOA), which plays a key role in helping [MY ORGANIZATION] serve the communities of [names of counties, cities, or region]. Each year, we serve [quantify # served] individuals in our community with services such as [give examples].

I am proud to join my national association, the National Association of Workforce Boards (NAWB), in supporting these priorities for the 119th Congress.

***Fully Fund the Public Workforce System** – Funding for WIOA has steadily eroded over the last decade, creating significant challenges in meeting the needs of jobseekers, workers, and employers. Inflation in recent years has continued to worsen this trend. Despite these challenges, every dollar invested by the federal government in WIOA generates more than \$15 in economic value for our nation. We support a substantial increase in funding for core Title I WIOA funding streams including youth, adults, and dislocated workers – which are funded in the Labor-HHS-Education Appropriations bill.*

***Thoughtfully Reauthorize the Workforce Innovation and Opportunity Act (WIOA)** – Legislation to reauthorize WIOA advanced during the 118th Congress and NAWB supports*

efforts to thoughtfully renew WIOA in a manner that preserves local autonomy and ensures needed flexibility for service delivery tailored to local needs to ensure participant success and maximum benefits to local businesses. Previous WIOA reauthorization proposals contained several provisions that run counter to these principles. We oppose any WIOA reauthorization proposal that contains an inflexible, one-size-fits-all federal training mandate or increased state set asides. Local communities must have the resources and flexibility to meet the skills development needs of incumbent workers, jobseekers, and local employers.

I welcome the opportunity to discuss these issues with you and would appreciate the opportunity to welcome you to one of our workforce development sites in our community. Please contact me to arrange a site visit, or to learn more about our work.

Sincerely,

CONTACT MY OFFICE

Please use the following form to contact me with your comments and concerns. As your Senator, I value your feedback on how I can best serve the great state of Oklahoma. If you are looking to schedule a meeting with me, please click [HERE](#). If you need assistance with federal agency casework, please click [HERE](#).

Note: Security precautions prevent my office from accepting attachments via email, but you are welcome to mail or fax documents to the office. Additionally, due to the high volume of emails we receive each day, I am only able to respond to messages from Oklahomans.

YOUR NAME

Prefix *

--

First Name *

Required

Last Name *

Required

YOUR CONTACT INFORMATION

Address *

Street Address

2. Write an op-ed for local media

Why this matters: Local news media are often looking for unique stories and perspectives about what goes on in their communities. Especially at a time when businesses are struggling to fill positions, you are providing a valuable service which pays great dividends

in the community in terms of growing local tax revenue and reducing the need for public assistance. Writing an op-ed gives you a terrific platform for telling your story.

How to: Contact your local news media. This might be a local newspaper or online publication. Guidelines for writing an op-ed are often featured on the website. Or you can call and ask for the person responsible for reviewing opinion pieces. Find out the process for submitting a piece, how long it should be, and what other information is needed.

What to say: Tell your story. Share information about how you serve the community, the number of people served, the number of events you've held, the number of businesses you've worked with, and explain what a workforce board does and the broad scope of organizations and businesses with which you work. You could even talk about an individual success story. Consider your proudest day on the job – that probably is a good start to telling your story. Or use our template below.

[NAME OF ORG] Helps Businesses Find Talent and Jobseekers Find Work; It's an Economic Win-Win for Our Community
Submitted by [Your Name and Organization]

The public workforce system not only provides life-changing employment, economic security, and the opportunity for a brighter future; it also generates new tax revenue, increases labor force participation, spurs business growth, and reduces reliance on public assistance.

Here's how we do this in [CITY/COUNTY/REGION]. [PROVIDE EXAMPLES AND DATA POINTS ABOUT YOUR WORK]

As a proud member of the National Association of Workforce Boards (NAWB), we support these priorities for the 119th Congress.

Fully Fund the Public Workforce System – *Funding for the Workforce Innovation and Opportunity Act (WIOA) has steadily eroded over the last decade, creating significant challenges in meeting the needs of jobseekers, workers, and employers. Inflation in recent years has continued to worsen this trend. Despite these challenges, every dollar invested by the federal government in WIOA generates more than \$15 in economic value for our nation. We support a substantial increase in funding for core Title I WIOA funding streams including youth, adults, and dislocated workers – which are funded in the Labor-HHS-Education Appropriations bill.*

Thoughtfully Reauthorize the Workforce Innovation and Opportunity Act (WIOA) – *Legislation to reauthorize WIOA advanced during the 118th Congress and the National Association of Workforce Boards (NAWB) supports efforts to thoughtfully renew WIOA in a manner that preserves local autonomy and ensures needed flexibility for service delivery tailored to local needs to ensure participant success and maximum benefits to local*

businesses. Previous WIOA reauthorization proposals contained several provisions that run counter to these principles. We oppose any WIOA reauthorization proposal that contains an inflexible, one-size-fits-all federal training mandate or increased state set asides. Local communities must have the resources and flexibility to meet the skills development needs of incumbent workers, jobseekers, and local employers.

Aside from the businesses and the people we serve, there are serious financial implications for our communities. When people are working, local tax revenue goes up, business growth and prosperity increases, and there is less reliance on public assistance. I'd call that a win-win-win.

Feel free to adjust any part of the template to better fit the tone or style you're aiming for.

3. Create a one-pager and share it widely

Why this matters: Elected officials are expected to be experts on dozens of issues, yet they often have limited time to distill the main points from a long, detailed report. Creating a one-pager to summarize your community impact is a great way to help them learn about what you do.

How to: Follow the instructions below to choose the most impactful data points and create a one-pager. Using PowerPoint may make it easier to include graphics.

What to say: There are many ways to create a one-pager. We have provided some examples to give you an idea of what you might include, depending on the kinds of services you provide, the industries you work with, and the populations you serve.

Your one-pager will likely include:

- Name of your board
- Region served
- Annual budget
- Total people served
- Total businesses served
- \$ Average wages of those placed in jobs

A few tips depending on the data you have available:

- Include all people served, including everyone served by your One Stop Center.
- Include the number of jobs filled, number of jobs created, number of recruitment events, etc.
- Indicate the percentage of your budget that comes from WIOA, especially if your federal dollars help to leverage additional funding.
- Include special populations served, such as Veterans, Youth, single parents, re-entry, etc.

- Include a quote from a participant that helps to tell your story.
- Include your mission statement.
- Include what you offer, such as Career Centers, job readiness, pathways for emerging industries, etc.
- To further demonstrate your community reach, you could include a list of members of your board. This demonstrates the many businesses you partner with and sectors that you coordinate with.

We encourage you to share your one-pagers with us at nawb@nawb.org.
Some examples follow.

FUELING NORTH CAROLINA'S ECONOMY

NCWorks Impact Report



Program Year: 2023

(July 1, 2023 – June 30, 2024)

ECONOMIC IMPACT



**\$2.1
Billion**

Total Estimated Annual Earnings ¹

**\$32.1
Million**

Increase in earnings for North Carolina workers ²



TRANSFORMING LIVES

87,792

Clients served statewide ³



55%

(48,720) Overcame barriers ⁴

70%

Clients achieved employment after assistance ⁵

5,808 veterans received assistance ⁴

22,601 low-income individuals ⁴

3,300 people with disabilities ⁴

2,788 long-term unemployed ⁴

BUSINESS ENGAGEMENT

Examples of Business Services Include:

On-the-job training, Training grants, Recruitment, Assessments, HR Services, Outplacement



26,809
EMPLOYERS SERVED

By NCWorks Career Centers

352,328

TOTAL SERVICES



Source: North Carolina Department of Commerce -Division of Workforce Solutions & FutureWorks

1. Future Works Quarterly Median Earnings Annualized Multiplied by the numerator of Individuals in the Median Earnings cohort 2. Future Works Earning Change View Q2 Employment multiplied by statewide average earnings change 3. Future Works Performance and Flow Statewide 4. Future Works Custom Views of Career/ Training and Career Services Clients statewide by characteristic 5. Future Works Q4 Employment average 70.77% and Future Works Q2 Employment average of 71.01%



4. Use social media to amplify your message

Why this matters: Members of Congress take their social media feeds seriously and connecting on social media should become part of your local advocacy work. The goal is to be informative, memorable, respectful, and to be part of the ongoing dialogue.

How to: Search for your elected official on social media channels that your workforce board belongs to. Members of Congress typically have multiple social media channels. Just following their activities is a good way to learn about their activities and priorities.

Pro tips:

- Wherever your workforce board has a social media presence, you'll also likely find elected officials. They tend to be on X (formerly Twitter), LinkedIn, Instagram, and Facebook. Using just one of these is fine, if that's all you can do.

- Consider using Twitter in addition to LinkedIn for communications with your elected officials. Twitter is still widely used by elected officials for dialogue with their constituents while LinkedIn is helpful because it establishes connections with offices, staff, and allows for more in-depth detailing of the conversations.
- Find your House members on X through this link:
<https://pressgallery.house.gov/member-data/members-official-x-handles-119th-congress>
- If you are tagging your elected official, try to include an infographic to best share statistics. If you are Tweeting or posting after having met with them, be sure to share a photo that you all took together.
- Our goal is to educate our elected officials and to give them reasons to support workforce development, not to debate them on policy. Keep all responses educational and respectful.

What to say: Here are some sample Tweets we recommend for you to support #WorkforceAdvocacy.

 *Workforce development fuels our economy and changes lives—Congress must invest in skills training. [add your @Congressperson], check out this one-pager on the impact in [community/state]! #WorkforceMatters*

Workforce programs helped [X number] of people in [community] find quality jobs last year, including [brief success story—e.g., a veteran who transitioned into tech]. This is why funding matters@ Congressperson! #WorkforceAdvocacy

 *FACT: Every \$1 invested in workforce development returns \$15 to the economy. That's a win for workers and businesses! [add your @Congressperson], will you stand with us in strengthening these programs?   #WorkforceAdvocacy*

 *I'm showing why workforce development is critical for [community/state]. Here's an infographic with key stats that prove the need for action. [add your infographic and @Congressperson], let's keep pushing for programs that deliver real results!  #WorkforceAdvocacy*

5. Invite your members of Congress for a Site Visit

Inviting members of Congress for a site visit is a powerful way to help them understand how you serve your community. In collaboration with the National Association of Workforce Development Professionals, NAWB created a Guide to Hosting a Congressional Site Visit. Download the report for tips and a step-by-step guide for how to host a successful event.
https://irp.cdn-website.com/dc0a626e/files/uploaded/NAWB_Site_Visit_Guide.pdf

