

Mapping Board Connections to Key Legislative Leaders

The following talking points can be helpful when discussing relationship mapping and its purpose with your school's board.

In order to build greater political support for charter public schools and effectively advance our priorities as a sector, we need to build authentic relationships and surround our elective officials, especially those in key positions of power, with consistent, positive narrative about our schools.

We need to ensure our leaders are hearing about our schools from key influencers in their network. **Key influencers** are people (or groups) who have significant “sway” with an elected official. They can include:

- Family/friends of the elected official
- Staff/advisors to the elected official
- Former business associates or college classmates of the elected official
- Local community leaders within the elected official's district
- Major political donors

While we're always interested in any connections our community has to elected officials, this month, we're specifically focusing on uncovering connections to two key leaders.

Please help us identify connections to these critical lawmakers by completing this quick [2-minute survey](https://ma4charters.org/Apr23-Mapping) now:
<https://ma4charters.org/Apr23-Mapping>.

What will our school or MCPSA do with the information you share in the survey? This information will all be kept internal and confidential. No one will not reach out to any of the key influencers that are identified without contacting you first. We will reach out to you to discuss opportunities to engage the key influencers you identify and help them become active partners in our efforts to build stronger relationships and deeper support with our elected officials.