Together we are stronger. Our collective and unified voice will help move legislative changes that positively impact public education.

**What is an Advocacy Influencer?**
As an Advocacy Influencer, you will be a key part of strategic, effective advocacy work and capacity building across Pennsylvania. Advocacy Influencers will actively encourage other school board members and superintendents to join the collective as part of a unified voice. The key word here is “collective.” As part of a defined network, you will be working with an assigned Advocacy Ambassadors, who will provide you with simple steps and actions to take.

**What will I be asked to do?**
With support and facilitation from PSBA and your Advocacy Ambassador, you will be asked to:
- Promote PSBA advocacy efforts among other school board members and your community.
- Develop and build relationships with legislators.
- Respond to PSBA advocacy alerts by making phone calls and/or visiting legislators.
- Be a resource to state legislators on education issues and the local impact of proposed changes.

**What training and resources will I be provided?**
PSBA will provide you with:
- Monthly Advocacy Influencer e-mail
- Video training series
- Exclusive Advocacy Influencer webinar
- Direct connection to PSBA Advocacy Ambassador
- Special in-person meeting held during PSBA annual conference

**What will I get out of becoming an Advocacy Influencer?**
As an Advocacy Influencer, you will gain:
- Knowledge from staying informed on legislative issues that impact you
- Satisfaction from knowing you are making a difference
- Influence from helping shape legislation and holding legislators accountable
- Acknowledgement – PSBA will be highlighting and rewarding the efforts of our top Influencers