



DEDICATED WEEK OF ACTION

The goal of a fully coordinated Week of Action is to mobilize school boards, superintendents, educators, students, families, and community partners to press Congress to fulfill the 40% IDEA funding promise.

Participants:

- School boards
- Superintendents
- Special education directors
- Educators
- Parents
- Students
- Community partners
- [insert school board association] + national partners

Core Message for the Entire Week:

- Congress promised to fund 40 percent of special education costs in 1975.
- [insert state] schools receive 10 percent today.
- It's time to fulfill the IDEA promise – 40% BY 2040

Suggested Actions

Day 1: Launch & Awareness Day

The purpose is to introduce the campaign publicly and unify statewide messaging.

Actions

- [insert state school boards association] issues coordinated press release
- Districts share the announcement on websites, newsletters, and social media
- All districts post the unified message: “Congress promised 40%. Our students are still waiting”
- Superintendents distribute district federal funding shortfall numbers internally

Deliverables to Share Publicly

- Campaign graphics
- IDEA fact sheet
- Social media toolkit

Day 2: District Storytelling Day

- The purpose is to share the human impact behind the numbers. Key Message is that these are not just numbers - underfunding affects real students, families, and classrooms.



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Suggested Actions

Actions

- Superintendents record short (30–60 sec) videos explaining their district's federal funding shortfall and impact
- Special education directors share real examples of how underfunding affects services (no private data)
- Parents and educators submit testimonials
- Districts push stories on social media with the tag #FundIDEA; 40by2040StillWaiting

Day 3: Media and Public Engagement Day

- The purpose is to raise the visibility of the issue in [insert state] communities. The key message is that the Federal underfunding of IDEA affects every student—not only those receiving special education services.

Actions

- Superintendents submit op-eds to local newspapers
- Board chairs give radio or local TV interviews
- Districts send communications to families explaining how IDEA underfunding impacts all students
- [insert state school boards association] posts statewide summary data

Day 4: Social Media Storm Day

- The purpose is to push unified messaging to create statewide, high-volume visibility.

Actions

- All districts in your state post 3–5 coordinated graphics throughout the day
- Share superintendent videos
- Boost parent and educator stories
- Encourage families and community members to tag congressional offices

Hashtags

- #FundIDEA
- #40by2040StillWaiting

Day 5: Community Engagement Day

- The purpose is to mobilize families, students, and community supporters. The key message is when IDEA is underfunded, the cost shifts locally. Our community is paying for federal underfunding.



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Actions

- Districts host short virtual briefings for families about IDEA funding
- PTA/PTO groups share information via newsletters and social media pages
- Community organizations issue statements of support
- Stories are shared statewide through [insert state school boards association]
- Partner with your national organization such as COSSBA/NSBA

Day 6: Congressional Contact Day

- The purpose is to put direct pressure on federal lawmakers.

Actions

- All school board members email or call their members of congress
- Districts send official letters signed by the superintendent and board chair
- School boards pass the IDEA funding resolution (if not already adopted)
- [insert state school boards association] delivers a consolidated statewide packet to [insert state] delegation

Talking Points

- Congress promised 40%
- [insert state] receives just 10 %
- Our state's federal funding shortfall is [insert amount]
- We need a path to 40%

Day 7: Reflection, Gratitude, and Next Steps

- The purpose is to close the week with reinforcement and momentum-building. The key message is that IDEA funding is a federal commitment. With continued pressure, Congress can finally fulfill the promise.

Actions

- Superintendents post thank-you messages to families and staff for participating
- [insert state school boards association] publishes statewide Week of Action summary
- Districts preview next advocacy steps and encourage continued engagement
- Social media posts highlight "What Congress must do next"