



PROMOTING INNOVATION & EXCELLENCE



**National Charter Schools Week 2010
Toolkit for Charter School Leaders**

National Charter Schools Week Toolkit



**National Alliance for
Public Charter Schools**

National Charter Schools Week 2010 – Promoting Innovation & Excellence

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Dear Charter School Friends:

It has been an exciting year for the charter school movement, and there's no better time to celebrate your collective successes than National Charter Schools Week 2010, May 2-8!

This year's theme—Promoting Innovation & Excellence—is a tribute to what you do every day in your charter schools and support organizations. We've enjoyed increased momentum over the last year—from the Obama Administration's Race to the Top efforts that encouraged states to adopt stronger charter laws, to local leaders opening new charter schools that now total 4,900 across the country, serving 1.6 million children.

But as you know, our work is never done. From California to New York, we're seeing an increased demand for charter school options. The 2009-2010 Alliance market share report revealed that a record 14 communities have at least 20% of public school students enrolled in charter schools, and 72 communities now have at least 10% of public school students in charters—27 more than just three years ago. Although enrollment jumps higher each year, there are still hundreds of thousands of children on waiting lists to attend public charter schools.

As public demand for charter schools increases and political support grows, now is a great time for advocates to tell the charter school story *en masse*. National Charter Schools Week is a fantastic opportunity to plan events and spread the word far and wide, from town halls to Capitol Hill, about the unique features and the academic successes of public charter schools.

Take a look through this Toolkit for materials to help you prepare to celebrate National Charter Schools Week 2010. You'll find suggestions for news releases, ideas for activities, sample letters and much more.

We look forward to working with you to make this the best National Charter Schools Week yet!

Sincerely,



Nelson Smith
President and Chief Executive Officer



Since their inception 18 years ago, charter schools have grown at a fast pace and demonstrated great results in raising student achievement. Charter advocates across the country will celebrate this success during National Charter Schools Week 2010, set for May 2-8. This year's theme is "Promoting Innovation & Excellence."

Here are some suggested talking points you may use when speaking with community leaders, media and policymakers. Supplement these with information about your charter school and charter schools in your community and state.

Charter schools are public schools. They have some unique traits, however, that increase the likelihood of a successful education for a child.

- **Choice:** Parents select the school that their child attends. Teachers choose to work in the school, most often for the professional satisfaction and the opportunity to shape school policy.
- **Innovation:** Charters' flexibility to adapt to the educational needs of individual children, commitment to excel and serve the community, and high levels of accountability often leads to innovative methods of teaching that lead to improved student achievement.
- **Flexibility:** Charter schools are free to make timely decisions about developing curriculum, structuring the school day and hiring teachers who meet the needs of their students.
- **Accountability:** Charter schools operate within a multi-tiered accountability system—to parents, to authorizers via a performance-based contract, to the state and to lenders—that leads to quality schools and high achievement.
- **Partnerships with Parents and Communities:** Parents and community members are welcomed in charter schools and involved in their day-to-day operations.

Charter schools are raising the bar about what's possible—and what should be expected—in public education.

- Charter schools are usually among the top performers in school districts. These high performers are setting important examples about what public schools can achieve, often with under-served students. They're shattering low expectations and breaking through long-standing barriers that have prevented large numbers of students from achieving educational success.
- More and more data indicate that charter schools deliver promising student achievement results. In an analysis of 39 comparative studies, 30 found that overall gains in charter schools were larger than traditional public schools, including those schools serving at under-served students.
- Charter schools improve with age. In a review of 14 studies that examined whether individual charter schools improve their performance over time (e.g. after overcoming start-up challenges), 10 found that as charter schools mature, they improve.
- Sixteen public charter schools were awarded Gold Medal spots on *U.S. News and World Report's* list of America's Best 100 High Schools. Public charters account for only 5.5% of high schools nationwide, but make up 16% of the top 100 high schools in the nation.



Charter schools are answering parents' increasing demand for high-quality public schools.

- There are over 4,900 public charter schools operating in 39 states and D.C., serving more than 1.6 million students.
- Parental demand for public charter schools remains strong. Just this year, 456 new public charter schools opened, and between 100,000 and 150,000 new students enroll in public charter schools each year.
- Across the country, the number of children on public charter school waiting lists is over 700,000.
- Nationally, public charter schools disproportionately serve low-income and minority children—those most often failed by traditional public schools.
- In 14 communities, charter schools serve more than 20% of the public school students. In 72 communities, charter schools serve at least 10% of public school students.

“Right now, there are caps on how many charter schools are allowed in some states, no matter how well they are preparing our students.” – President Barack Obama, A Complete and Competitive American Education, March 10, 2009

We must remove barriers such as state-imposed limits on charter schools and inequitable funding if we are to continue to bring charter school success to thousands more American families.

- Most charter schools have significantly lower-than-average per-pupil funding than traditional public schools. A 2005 study of 16 states and DC by the Fordham Institute found that public charters receive 78 cents for every dollar that goes to non-charter public schools. State and local officials need to make sure that charter school students get every dollar that is supposed to flow to them. Federal funds should be used as leverage to ensure a level playing field.
- Most charter schools are starved for facilities and resources for facilities. Charters often are not allocated adequate locally-generated property tax dollars and do not have access to adequate facilities funds. Federal, state and local leaders must work to ensure that charter schools have access to suitable learning environments and have the funds to pay for them. In fact, only 15 states and DC provide funding for charter school facilities.
- 23 states and DC have some form of a cap on the number or size of charter schools allowed to open or operate in the state.
- State-imposed caps on charter expansion do not ensure quality; however they do limit access to high-quality public school choices for the students and families who are demanding them. States must connect charter growth to charter quality by providing the resources, oversight and accountability that helps charter schools thrive—not by arbitrarily restricting charter growth.



Our work is far from over. It will take a network of students, parents, teachers, administrators and other charter advocates to ensure quality growth by focusing on what has worked and replicating that success.

- Charter educators can't be satisfied with just being better than the struggling schools that many of their students previously attended. They must continue to aim higher and work harder to move greater numbers of students toward a high-quality education.
- We know what produces high-quality charter schools: dedicated students, parents, teachers and principals; rigorous approval processes and conscientious oversight; and sufficient resources, including facilities funding.
- The charter community will continue to build on its 18-year history of providing a high-quality option in public education that is based on innovation, freedom from red tape, and partnership between parents and educators—an option that is giving new hope to under-served and minority families across the country.

We recommend that you also refer to the following information and publications, which are accessible on the Alliance web site at www.PublicCharters.org:

- State Charter Law Rankings Database and Model Law
(<http://www.publiccharters.org/ModelLaw>)
- 10 Things You Should Know About Charter Schools
(<http://www.publiccharters.org/node/312>)
- Corporations, Chambers, and Charters: How Business Can Support High-Quality Public Charter Schools
(<http://www.publiccharters.org/ICWReport>)
- Top 20 Charter Communities by Market Share: 2009
(http://www.publiccharters.org/Market_Share_09)
- A Framework for Academic Quality: A Report from the National Consensus Panel on Charter School Academic Quality
(<http://www.publiccharters.org/node/295>)
- Comprehensive Information on the American Recovery and Reinvestment Act
(http://www.publiccharters.org/ARRA_updates)
- All Students Achieving through Reform (All-STAR) Act – H.R. 4330
(<http://www.publiccharters.org/AllSTAR09>)



**To make sure this year's National Charter Schools Week is the best ever,
let's aim to:**

- Advocate for a more favorable policy environment for charter schools;
- Show how the quality and accountability of charter schools is transforming public education and the lives of almost two million children; and
- Increase awareness that charter schools are public schools dedicated to improving our nation's public education system.



On February 17, 2009 President Obama signed the American Recovery and Reinvestment Act (ARRA) into law, giving the U.S. Department of Education an additional \$100 billion for direct spending programs over the next two years. These funds provide an unprecedented opportunity for the entire education community. Take some time during NCSW to get teacher, parent, student and community feedback on how the stimulus dollars are benefiting and could most benefit your charter schools.

Investing in Innovation (i3) Fund

The i3 fund was authorized as part of the ARRA in 2009. ARRA authorized \$650 million for the i3, and its purpose is to “provide competitive grants to expand the implementation of, and investment in, innovative practices that are demonstrated to have an impact on improving student achievement or growth for high-need students.” These grants will create models of best practices that can be shared and taken to scale based on demonstrated success. Charter schools that are their own local education agency (LEA) under state law or nonprofits that have a partnership with an LEA or a consortium of schools are eligible to apply. Applications are due on May 11, 2010. (http://www.publiccharters.org/i3Overview_030810)

Race to the Top (R2T)

The first phase of R2T finalists will be selected in April. Since the competitive grant program is designed to award and incentivize states to make and support education reforms, R2T has encouraged many states to improve their charter laws, and some states even passed first-time charter laws. Through R2T, the U.S. Department of Education is asking states to advance reforms around four specific areas:

- Adopting standards and assessments that prepare students to succeed in college and the workplace and to compete in the global economy;
- Building data systems that measure student growth and success, and inform teachers and principals about how they can improve instruction;
- Recruiting, developing, rewarding and retaining effective teachers and principals, especially where they are needed most; and
- Turning around our lowest-achieving schools.

Phase II applications are due on June 1, 2010. President Obama announced his plans to continue the Race to the Top challenge, requesting \$1.35 billion for the program in his FY 2011 budget. Keep in mind that we should all work to ensure that R2T maintains its focus on improving education for children and supporting education reforms, like the growth of high-quality charter schools.

Check the Alliance’s web site for the latest ARRA updates, particularly those affecting charter schools. http://www.publiccharters.org/ARRA_Updates

The Alliance also has a breakdown of stimulus funds by state: http://action.publiccharters.org/site/PageNavigator/ARRA_Breakdown



Political support for public charter schools grows each year, but charter schools across the country still face many obstacles. National Charter Schools Week is an opportune time to rally your support base to advocate on behalf of charter schools in your town, city, state and across the U.S.

There are a few common challenges that threaten charter school growth and quality. Do any of these policy issues affect charter schools in your city or state?

- State and local caps on the number of charter schools allowed to open.
- Inequitable funding for charter school students.
- Lack of access to funding for school facilities, forcing many schools to use operational dollars to cover capital expenses.

Learn about specific legislation affecting charter schools right now.

- Contact your charter support organization to gather information on your state's immediate and long-term charter school policy objectives.
- Check out the Alliance's Legislative and Advocacy Portal to learn about important state and federal charter school issues.
(http://action.publiccharters.org/site/PageNavigator/Active%20Public%20Pages/alliance_advocacyhome)
- See how your state's charter law ranks against the Model Charter Law.
(<http://publiccharters.org/charterlaws>)

Once you've identified the policy issues that you want changed, encourage parents and community members to take action!

- Send a letter to policymakers. Communicate with federal and state representatives through the Alliance's Legislative and Advocacy Portal; if your support organization has a legislative action web site, take action on legislation affecting charter schools in your state.
- Write a letter to the editor of your hometown paper on an urgent issue facing charter schools in the community.
- Organize a group of charter supporters to meet with elected officials to discuss why his/her support or rejection of specific legislation is critically important to your charter schools.



Before rolling out your NCSW programs and activities, it's important to determine how you will measure your success.

Here are some possible performance measures that can help guide you:

- Increased understanding and support for charter schools among parents, policy makers, media and the general public—for example, get **X** number of parents and community members to contact local, state or federal politicians regarding specific charter school policy objectives; increase traffic to your web site by **X** percent; or generate **X** news articles about your school and/or all charter schools;
- Increased volunteer hours of charter school parents;
- Increased coverage in key media outlets including your local TV station, newspaper and radio station;
- Greater school spirit among parents, teachers and students—set target goals for the number of attendees at your events; and
- Increased financial support from businesses and foundations—add **X** new donors to your current funding base and raise **X** dollars.



Activities are most effective when they are planned with specific target audiences in mind. An audience may be as broad as parents of students in certain grades or as focused as three community leaders and your state senator. Making a deliberate decision on target audiences helps get results.

Sample audiences include:

- Residents of your neighborhood;
- Your mayor and city council members;
- Parents whose children attend non-charter public schools;
- Parents of preschool children;
- Parents in a nearby apartment complex;
- Teachers and parents of current charter students;
- Civil rights organizations;
- Chambers of Commerce;
- University schools of education and business;
- Local foundations;
- Business owners;
- Civic club members;
- Community-based organizations;
- Media; and
- Policymakers.



THE ALLIANCE'S DC ACTIVITIES

The Alliance also will be carrying out the following activities during National Charter Schools Week:

Monday, May 3: Reception with DC-based policymakers and National Charter Schools Week Lobby Day participants

Tuesday, May 4: Annual Lobby Day and fifth annual Champion for Charters Awards at the U.S. Capitol

All Week: Coordinated advertisements

STATE AND COMMUNITY ACTIVITIES

What can you do to celebrate National Charter Schools Week?

Here are steps to come up with some ideas:

- Gather a team to brainstorm activity ideas.
- Go beyond the obvious; highlight unique features of your school or create new outreach programs.
- Create activities that are newsworthy and can be promoted to the media, the community and policymakers.
- Get parents, teachers, students and board members involved in planning and implementation.
- Base final decisions on your predetermined goals and objectives.
- Communicate broadly to generate greater support and enthusiasm.
- Make sure everyone involved understands the how, what and why of your activities.
- Connect with your statewide charter movement to determine whether you might join forces with other schools.
- Inform your state charter school association of your activities.



Ideas that Engage Students and Teachers

Host an awards program for students, parents and/or teachers recognizing remarkable achievement or contributions.

Have a “Bring Your Parent to School” day.

Conduct an essay contest with the theme “Growing Excellence” and ask students what they plan to do to make sure their charter school continues to be a success for its students and the community.

Host a charter student parade in the community.

Invite alumni to talk with students about what they’re doing now and how their charter school helped open doors for them.

Ideas that Engage Community Members

Host an open house at your school.

Host a barbeque on the school grounds and invite the entire community to attend.

Distribute flyers highlighting what your school brings to students and members of the community.

Set up an information booth at the local mall.

Ideas that Engage Businesses

Unveil or celebrate an existing partnership with a local business.

Ask students to draw posters illustrating what they like most about their school and ask businesses to display the artwork during National Charter Schools Week.

Invite leading business people to the school to discuss how they got started in their careers.

Ask businesses to donate items to the school, e.g., computers, cameras, etc.

Invite the Chamber of Commerce to host a meeting at your school.



Ideas that Engage Policymakers

Invite the Mayor or other local dignitaries to a celebration lunch at your school or to teach a class, and invite local media.

Ask parents, students and teachers to contact their state representatives using the Alliance's easy-to-use Legislative & Advocacy Portal (available at www.publiccharters.org) to urge that favorable action be taken on behalf of charter schools in your state (i.e., lift cap on charter schools, equitable funding for charter schools, multiple authorizers, etc.).

Publicly thank/recognize a community official who has been supportive of charter schools.

Arrange an advocacy day during NCSW for parents, teachers and students to meet with local representatives and urge favorable policies for charter schools.

Ideas that Engage Media

Ask a local radio station to broadcast one day from your school during NCSW.

Host an open house for media to tour the school and meet with parents, teachers and students.

Send a press kit or a one-page fact sheet to local media that highlights facts and figures about charter schools and interesting tidbits about your school.

Send news releases to media about your activities and make follow-up phone calls to arrange for an interview.

Submit letters to the editor and op-eds to your local paper on the importance of charter schools.

Arrange an editorial board visit with the editorial page editor, publisher and editor of the local newspaper. Take a parent, student, teacher and board member with you. Talk about how your school is different, what it is accomplishing and what the plans are for the future. At the end of the visit, ask them to write an editorial applauding your school and encourage further coverage of charter schools by reporters.

Release positive research or academic results about your school, and let the media know how to get more information.



USE THIS SAMPLE CHECKLIST TO PREPARE FOR YOUR ACTIVITIES:

Prepare for Implementation

- Appoint an event coordinator(s).
- Develop a thorough implementation calendar.
- Identify individuals and/or teams to take on different tasks.
- Prepare external communications.
- Send invitations to guests.
- Follow up with guests to encourage attendance.
- Email or fax news releases.
- Make follow-up phone calls to media to encourage coverage.
- Inform your state association of your activities for inclusion in their promotions.
- Make sure everything is ready to go.
- Most importantly, have fun and celebrate!!!

Follow Up

- Measure results.
- Debrief to gather ideas for next year.
- Communicate/thank local leaders who participated.
- Communicate with parents of potential students who participated.
- Communicate successful results to media.
- Share results with your state association/resource center and with the National Alliance for Public Charter Schools. (Email: NCSW@publiccharters.org)



State charter school associations and resource centers play an important role in implementing and supporting National Charter Schools Week activities.

For instance, they should:

- Encourage school participation via emails and phone calls and during meetings, seminars, statewide annual conferences, etc. Offer ideas. Help school leaders understand the benefits to their schools.
- Distribute National Charter Schools Week 2010 materials to all schools.
- Create a database of activities at participating schools. Post activities on the state web site.
- Deliver a list of activities to appropriate state legislators. Encourage participation from key legislators.
- Help coordinate schedules for those who express interest in participating.
- Send postcards to key constituents announcing National Charter Schools Week and directing them to the state web site for information about specific activities.
- Obtain proclamation from your governor recognizing National Charter Schools Week in your state (see sample proclamation on page 17).
- Distribute news releases with statewide angles. Push for coverage by the state's major media outlets.
- Consider conducting select editorial board visits.

Orchestrate statewide events such as a:

- Lecture by prominent speaker on a key educational issue.
- Debate on a major issue reflecting charter leadership, such as character education.
- Charter school tour by the governor and other key political figures.
- Charter tour by the state's top business leaders.

Seek feedback from participating schools on how they benefited from the week, ideas to make it more productive and other new ideas for next year. Ask for a list of key constituents who attended school events.

Keep the National Alliance for Public Charter Schools informed of interesting statewide activities by emailing NCSW@publiccharters.org.



EXECUTIVE DEPARTMENT STATE OF X
Proclamation by the Governor of the State of X

WHEREAS, by providing quality education to students, charter schools contribute to the statewide effort to improve education in XX; and

WHEREAS, charter schools encourage community and parental involvement in the education of our youth; and

WHEREAS, the State of XX joins the STATE ASSOCIATION in celebrating the accomplishments and contributions of charter schools to public education;

NOW, THEREFORE, I, NAME OF GOVERNOR, Governor of the State of XX, do hereby proclaim May 2-8, 2010 as "STATE Charter Schools Week."

In Witness Whereof I have hereunto set my hand and caused the Great Seal of the State of XX to be affixed this XXth day of April 2010.

Governor of State
Attest
Secretary of State
State Seal



Promote this year's NCSW theme: As you reach out to various media outlets, remember to highlight what makes your charter school innovative and excellent! What distinctive classes does your school offer? What awards or competitions have your students won? Do you have a longer school day and/or school year? Spotlight your teachers' accomplishments and hard work—what makes your school's staff unique?

Spokespeople: Identify 2-3 well-spoken and informed spokespersons who will be responsible for speaking with the media, such as the school principal, a parent and a high-achieving student.

Media Advisory: Send a media advisory to your local media highlighting the Who, What, Where, When and Why 10-14 days prior to your event. Make a follow-up phone call three to five days later to evaluate their interest in speaking with your spokespersons and/or attending your event.

Phone calls: Contact reporters and editors the day before to remind them of your event, why it is important and what information they could walk away with if they attend.

Schedule wisely. Be conscious of deadlines: If the weekly paper is delivered on Wednesday, staff will be tied up Tuesday getting it to the printer. Avoid that day. If the daily paper comes out in the afternoon, reporters are on deadline in the morning and may not be able to get away. Crews for the 6 p.m. TV news will most likely cover events early in the afternoon.

Plan a good story. Get specific. Think visual: An ice cream social isn't going to sell well. You'll attract more attention pitching a recognition ceremony for a graduating student going on to college after entering your school far behind academically. Kids involved in a lively, colorful program will be the most attractive to the media. Visual support, like charts and graphs, is helpful, too.

News is unique: Your story must be better than those pitched in two dozen other emails and faxes crossing the reporter's desk that hour.



Personalities sell. Individuals attract media attention: Highlight the family whose child had dropped out of a traditional public school, came to your school, graduated and now attends a leading university. Profile the teacher who created a program to foster better science lessons using real-world activities, etc.

Statistics are important. How well did your students score? How do these scores compare to last year and to the local school district? How many fourth-graders entered your school unable to read proficiently? How much of your budget goes toward technology? How many hours do your students spend on computers? Include data and charts whenever possible.

Phone calls vs. news releases: News releases are good for attracting multiple media to an event and if you want specific information on the record. If you want a favorite reporter to do a feature story, just pick up the phone and say, "Hey, I have a great story for you."

Return reporters' calls promptly: If it's a negative story, deal with it and project the image of a responsible, caring, top-notch educator who puts children first. Don't expect reporters to cover the positive stories if you don't treat them well on the negative ones.

Writing and presentation. Most reporters use Associated Press style: Buy a stylebook and use it. Make sure your news releases are well written and look nice. Make sure they're short and crisp. Use short sentences and short paragraphs. Avoid fluff and unnecessary information.



Contact info: name, school, phone #

FOR IMMEDIATE RELEASE

Charter School Announces Achievement Ceremony

HOMETOWN HERE, State, date – In honor of National Charter Schools Week 2010, XYZ Charter School has scheduled a student recognition ceremony between 1 p.m. and 2 p.m. on May 5th at the school. The ceremony will pay tribute to student projects completed this year, including:

- Development and launch of three student-run businesses;
- A fifth-grade science project that won statewide honors;
- A kindergarten reading and writing program;
- A high school internship program for all seniors; and
- A high school/middle school mentoring program.

“We are pleased to celebrate how our school is helping to open doors to opportunity,” said xx, principal of XYZ school. “We invite the public to join us as we celebrate our students’ accomplishments during National Charter Schools Week.”

Director Jane Educator will review this year’s progress and plans for the next year with visitors immediately after the recognition ceremony. Teachers and staff also will be on hand to discuss the school’s philosophy and curriculum. They will guide visitors on a tour of the building, during which XYZ’s 300 students will share their insights about the school and its programs.

Over 1.6 million children attend more than 4,900 public charter schools in 39 states and the District of Columbia, including XX in (home state). Charter schools are tuition-free public schools that are open to all students. Educators, community leaders, business people and parents who start charters select the curriculum, philosophies and emphases of the schools, such as a back-to-basics foundation, technology focus or school-to-work approach.

The XYZ Academy opened its doors in 1995. It emphasizes back-to-the-basics instruction for grades 1-8. Teachers also work diligently to build self-esteem and social responsibility among students as part of a solid character education curriculum. *(List unique aspects and current accomplishments of the school.)*

Those wishing to attend the ceremony may call the school at xxx-xxx-xxxx or visit www.XXX.org for more information.



XYZ SCHOOL CELEBRATES xx YEARS OF PROGRESS

Overview

Include a short paragraph about when the school opened, who founded it and what's unique about it.

2009-2010 Highlights:

Student Population

- Enrollment has more than tripled (to 420 students) since XYZ Academy opened in 1994.
- Average daily attendance rates top 90 percent. About 98 percent of students return each fall.
- XYZ has provided individualized attention and academic support to 35 special education students. Of those, 12 have completed their individual education plans and returned to a regular classroom.
- Of 30 graduates, 22 are in college. Fifteen secured scholarships. One receives college funding from a local corporation for which he interned during high school.
- Of XYZ's 30 graduates, six were previous dropouts. Eight opted for jobs immediately after graduation. Their average starting salary was \$25 per hour.

Teachers

The teacher/student ratio is 1:19. When including classroom teacher aides, that ratio is 1:12. XYZ teachers average six years of experience. One teacher holds an M.S. in computer science, another has a PhD in history. Fourteen of the original 16 teachers still work at XYZ.

Curriculum

XYZ's character education program reinforces virtues daily. Students also study important historical figures from our nation and others.

More than 25 of 30 high school students participate in at least one of 12 advanced placement classes.

All students at XYZ Academy create and manage their own businesses—even kindergartners.

XYZ fifth-graders, 80 percent of whom qualify for free- or reduced-price lunches, perform an annual Shakespeare play. They write papers interpreting how it applies to their lives.

All XYZ students study Spanish or French beginning in kindergarten.

More time on task equals more learning: XYZ's academic year is two weeks longer than local traditional public schools. Each day is also 1.5 hours longer.

Discipline

XYZ's strict discipline policy requires students to visit the principal for any classroom disruption. In 1994, there were 115 principal visits. In 2002, only 10 visits occurred.

Corporate Partnerships

XYZ has corporate partnerships with General motors, Henry Ford Health Systems and Convansys.
Document prepared by Knight Writers, PR consultants for the Michigan Association of Public School Academies



Dear Rep./Sen. XXXX:

Downtown Charter School will celebrate National Charter Schools Week on May 5, 2010 with a cultural celebration and student/teacher honors program. We would be honored to have you among our guests to view the learning that occurs inside our school.

You will be joining other community members and our charter school family in marking Downtown's third successful year. (School Administrators: You may want to further describe here, in two or three sentences, your school's special event.)

Attached you will find letters from five students who are helping to organize our National Charter Schools Week event. We've also attached a description of our school, students and philosophy, along with a one-page fact sheet describing Downtown's achievements.

We hope you will be available during this event to say a few words about the pursuit of educational excellence. I will call your office next week to confirm your attendance. We look forward to seeing you and showing you our school.

Sincerely,

Jane Educator

Director – Downtown Charter School



Dear Mayor/Business Leader:

It is with great pleasure that I invite you to be a special guest at our school during National Charter Schools Week on May 5, 2010.

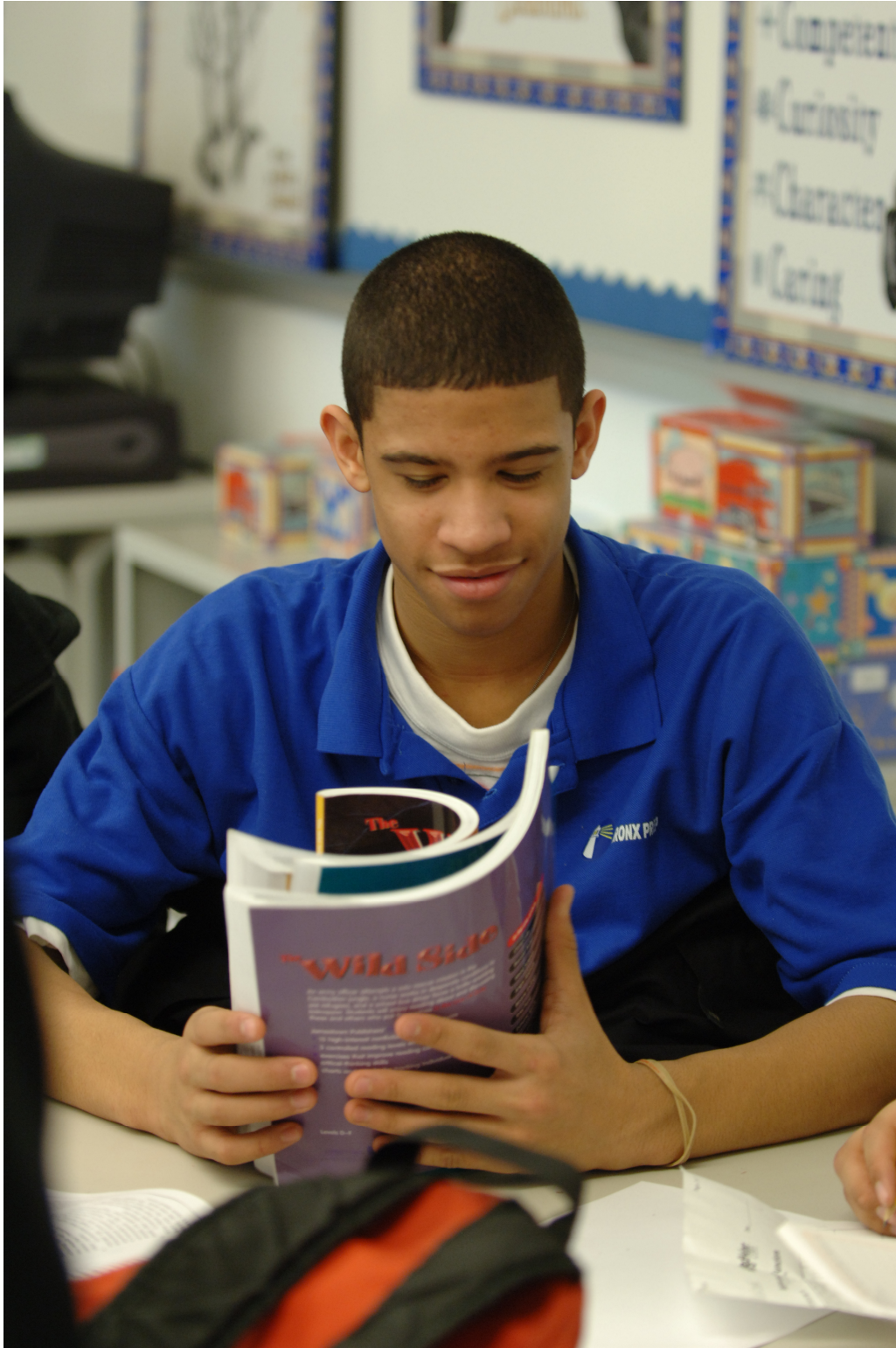
We're scheduling a variety of activities at Achievement Charter School between 10 a.m. and noon to celebrate the progress of our school and students. We'll lead tours among the classrooms and students will be on hand to demonstrate their award-winning science fair projects. A special presentation will be made at 11:30 a.m. for local guests, including community and business leaders.

During our three years of operation, the academy has grown to include 500 students in grades 1-5. Their families, and the many parents who have added their children to our waiting list, clearly believe in our school. I hope you'll come learn about our formula for success.

Please call me at xxx-xxx-xxxx if you have any questions. Someone from our school will call your office during the next two weeks to confirm your attendance.

Warm Regards,
John Educator
Director





www.publiccharters.org

National Charter Schools Week Toolkit



National Alliance for
Public Charter Schools