



Today's students.  
Tomorrow's business professionals.

# National BPA Advocacy Campaign Checklist

## Identify your audience

This includes local, state, and federal elected/appointed officials.

- Mayor, City Council, School Board, Local Civic Organizations such as Rotary
- Governor, State Representative/Senator, State Department of Education/Office of CTE
- Congressional Representative, US Senator, US Department of Education

## Reach out

- Make a phone call
- Schedule a meeting
- Write a letter

## Obtain a Proclamation that declares February CTE Month in your state and community

The following officials can issue a proclamation:

- Mayor
- State Legislature
- Governor

## CTE Month Event

- Host an event that increases awareness about BPA and CTE
- Invite decision-makers and elected officials

## Social media

- Share your advocacy efforts with National BPA on social media using the hashtag: #BPAAadvocacy