



California Family
Resource Association
Strong Families. Strong Communities.

CFRA Month of Advocacy Email Blast

Dear Members,

Thank you for joining CFRA in our Month of Advocacy, our home stretch to the finish line for state funding for Family Resource Centers! The Governor's Revised Budget comes out **this Friday**, and after that the Senate and Assembly Budget Committees will meet to respond with their priorities. This week, we are focusing on making a direct connection with your legislators. All of the tools in the toolkit—phone campaigns, social media, automated letter-writing—will be most meaningful to the degree you have a relationship with policy-makers. It's their job to listen to constituents, and FRCs and family-strengthening networks are connected to those who most need to be heard from.

Here's a look ahead to how we hope Month of Advocacy will support you in making the connections and mobilizing your community.

Last Week: Month of Advocacy Launch

Below are the recordings of our meetings from last week, and tools that have been provided to members in support of the FRC Budget Proposal.

[MOA Launch Event Recording](#)

[CFRA Member Orientation Recording](#)

FRC Budget Proposal Tools (see attachments)

2022 Legislative Budget Timeline

CAPC CFRA Alliance FY 22-23 Budget Request

CAPC CFRA Alliance FY 22-23 Budget Request Sample Letter

CAPC CFRA Alliance FY 22-23 Budget Request Talking Points

FRC FY 22-23 Budget Request Overview (Revised)

Legislative Visits

If you would like to know if we have visited your local legislator or if you would like to schedule a visit, please contact us!

OneClickPolitics

This campaign has been designed to make advocacy as easy as possible, in order to foster higher quantities of activity from CFRA members and supporters of the FRC Budget Proposal. This first action on this campaign is to email your legislator, then make a phone call and finally tweet with a pre-loaded post. This isn't meant to replace submitting Letters of Support or setting-up meetings with legislators and their staff – but rather to make it so every person in an organization can get involved in doing a small part to help the effort.

OneClickPolitics Campaign

This Week: Telling the Story

This week, we are providing sample wording for advocacy letters. They will come alive when you add specifics about your FRC or network and your relationship with the policy-maker and his or her constituents. Brief stories make an especially big impression. You can have even more impact if you have time to print and snail mail them. Add a handwritten note from you or even someone in your programs, or artwork from kids you serve. But if you have time for only a custom-worded email, that is plenty (see resources below and attached).

Legislator Letter Samples (see attachments)

SAMPLE Letter of Support to Legislators

SAMPLE Follow Up and Thank You Letter to Legislators after a Legislative Visit

SAMPLE Invitation to Legislators for FRC Site Visits

May 11: National Family Support Network 2022 National Briefing.

CFRA presented from 1pm-2:15pm, the recording will be sent once it is ready!



2022 National Briefing



NFSN 2022 National Briefing

May 11th 9:15am-2:15am

Each May, the National Family Support Network holds the National Briefing, an interactive virtual event designed for stakeholders working at the systems and policy levels. The event focuses attention on the value of Family Resource Centers and Family Resource Center Networks, explores how and why FRCs continue to be scaled across the country, and highlights progress towards and opportunities for implementing the Advancing the Family Support and Strengthening Field Strategic Recommendations. This year's briefing will feature among its presenters, Blia Moua from CFRA's funding partner the SH Cowell Foundation.

Next Week: Call-In Rally

During Week 3 CFRA will provide tools for supporting families and CFRA members to call their legislators and share their support for the FRC Budget Proposal.

Upcoming Event:

Advocacy 101 Training

May 18th 09:00 AM- 12:00PM

[Register Here.](#)

After registering, you will receive a confirmation email containing information about joining the meeting.

Week 4: Celebration

During Week 4 CFRA members will post social media blasts thanking legislators for their support. CFRA will develop template language for social media blasts.

Upcoming Event:

Special Month of Advocacy Wrap-Up Session of the CFRA Member Update Meeting

May 27th 9am-11am

[Register Here.](#)

After registering, you will receive a confirmation email containing information about joining the meeting.

Call for Presenters:

We would love to hear from you and all the work you have done in support of the FRC Budget Proposal! We are looking for members who would like to present on their advocacy work during the May Member Update Call. If you are interested, please contact Victoria Hartman at vhartman@thecapcenter.org

All CFRA Month of Advocacy tools and resources can also be found on our [CFRA Website](#).

Sincerely,

The CFRA Team