



Sample Letter to the Editor – Superintendent or Board President

In Arizona, school choice is a frequent topic of conversation. However, despite the fact that Arizona has more school choices than any other state in the union, Arizona’s local, neighborhood public schools continue to be the number-one educational choice of parents of school-aged children. In fact, families of more than eight out of ten students in the state choose to send their children to their local schools.

Recent research confirms what we have long know instinctively: Families have deep pride, and a sense of commitment, ownership and responsibility to the local public schools they choose for their children. They also rate them very highly, giving their own children’s schools an A or a B. In the XXXXX District, we celebrate that choice, commitment and vote of confidence, and take very seriously the responsibility that comes with it.

We know families choose XXXXX schools because they offer unique, timely, excelling educational programs. *[Insert your own examples/points of pride – or quotes/testimonials from current or past parents.]*

The XXXXX District is the hub of this community. Our community members value the community connectedness, neighborhood ownership, and are inspired by a sense of local pride. *[Insert your own examples/points of pride - or quotes/testimonials from –business partners, community members, local police, realtor, homeowner, legislator, etc.]*

And, in a hectic world, excellent education options close to home are not only convenient, but essential to many families.

America was built on public education and the strength of local, neighborhood schools. Public schools were and are at the cornerstone of American values and history, and are an investment in strong communities and a strong America.

We understand that today’s parents have a choice – and we thank the families of our X,XXX students for choosing XXXX District.



Sample statements from community to use as quotes in letter to editor:

Current Parent

The caliber of public schools is vital to the wellbeing of every facet of a thriving community. As a parent of a *[insert grade level]*, I observe how lack of funding impacts our most precious resource: our children. We must stand behind our public schools and ensure public education remains a priority at the state-level!

Parent of District Graduate

As a parent with a child that recently graduated from this district, I am committed to this community and what is best for children. Throughout my child's educational experience, we created memories and relationships with teachers and principals who encouraged *[him or her]* to follow *[his or her]* dreams. My wish is for every child to create their own lasting memories and reach their full potential in public schools.

Retired Community Member/Grandparent

I'm retired and my kids are grown. They all attended public schools where they learned how to read, write and exceed in life. Now my grandchildren show me things they have learned in school, far beyond what I could imagine! It's a new world out there and I want to ensure our public schools will help my grandchildren exceed just the way my children did years ago.

Community Member

I know that good schools are the roots that anchor a community and nurture the surrounding neighborhoods. They bring businesses and jobs. They boost property values and enrich every facet of our lives. But just like trees, good schools need enrichment. If they don't get a proper level of care they weaken and wither.

We have to advocate and believe in our public schools. They'll return the favor by nurturing the next generation, by making it easier to attract new business, and by creating a community image that will attract new residents and raise our property values.

Legislator or District Congressman

We are running for the Legislature because we care about our community, and we support a quality education. We intend to do our best for you in the Legislature by continuing the fight to ensure every child receives the best opportunities out there.

Police Officer

As police officers we know the mean streets. We know where bad guys live, where they commit crimes and where they buy drugs. We want to get our families away from those mean

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Quality leadership and advocacy for children in public schools



streets. For that reason we proudly support our public schools because safe schools not only build good neighborhoods. They create safer streets.

Most people think crimes are committed at night or in the early morning hours. In fact much of the burglaries, break-ins and related crimes occur in the afternoon hours, when people are at work, their homes are empty, and kids are either free to look for trouble – or they are involved in healthy activity.

Good schools create smart kids. They get involved in extra-curricular activities and engaged in preparing for a successful future by completing their homework or studying.

Investments in schools make kids smarter, safer and too busy to get in trouble. Please join us in supporting local public schools.

Real Estate Agent

One of the oldest clichés in real estate is the importance of three things when you're looking for a home: location, location, and of course, location. Clichés exist for a reason. They tend to be rooted in basic truths.

Check the listings in any neighborhood, and you will see a strong connection between the prices of a home, and the quality of local public schools. There are countless variables that make up that price difference: the condition of the house, the surrounding neighborhood, transportation and the age and the quality of construction, to name just a few. But the quality of local schools is always a significant factor, and usually the first question I'm asked by potential home buyers.

Business Partner

As a business partner for the District, I have personally witnessed the redoubled efforts and commitments from educators, principals, administrators, students and community members to see to providing quality education for our children. The dedication from all stakeholders is evident from the classroom to the parent organizations. Public education, and the ultimate stewardship for providing for the future of our students, is paramount. What we do today will mean the difference in the productivity and progress of the community at large. We cannot and must not ignore our obligation to do what we must do on behalf of our children and our community.