

MEMORANDUM

TO: NJOMA BOARD MEMBERS & JOM PROGRAM MANAGERS
FROM: HAROLD DUSTY BULL, CHAIRMAN, NJOMA BOARD OF DIRECTORS
SUBJECT: MESSAGING ACTIVITIES FOR FY 2014 JOHNSON O'MALLEY FEDERAL FUNDING
DATE: MAY 9, 2013

The National Johnson O'Malley Association (NJOMA) Board has authorized me to contact you to seek your assistance in our efforts to expand communications with Members of the US Congress and Senate about the need to fully fund the JOM program's beneficial services for Indian students.

During the month of June, the US Congress is expected to begin the process of writing the FY 2014 Interior and Environment Appropriations bill, the bill that provides funding for the Johnson-O'Malley program. To insure that JOM receives the levels of funding needed to adequately provide services to students and protect teacher and other jobs, we would like to encourage our faculty, staff and students to speak to our elected Congressional Representatives and Senators to help us explain-from their first hand experiences-how beneficial the JOM program is and how it has impacted their lives.

To complete this advocacy effort to insure that our Representatives and Senators are better informed, we are asking every NJOMA Board Member, JOM Program Director/Coordinator to organize and conduct one or more of the following JOM messaging activities during the weeks of May 20-24, May 28-31 and June 3-7, 2013:

- (1) JOM Kids Contacting Congress;
- (2) JOM Community Speaking Out for Full Funding Campaign;
- (3) JOM Visits to Congressional District Offices; and
- (4) Circulate JOM Full Funding Petitions.

Activity #1- JOM Kids Contacting Congress

Who: JOM Students and Parents

What: Calling the Washington, DC Office of Your Area Congressperson to urge the Representative to support FULL Funding of JOM for FY 2014

When: Week of May 20-24, 2013

How:

- (1) Identify the name and local (District) office of your Congressperson and both U.S. Senators for your State.
- (2) Place a call to your Representative (202-225-3121) or Senator (202-224-3121) in DC. Ask Operator to connect you to your Representative or Senator's office.

- (3) When the Office answers, tell the Receptionist you would like to leave a message for the Representative.
- (4) Give Receptionist YOUR NAME, YOUR ADDRESS, YOUR SCHOOL
- (5) Tell the Receptionist you are calling to urge the Representative/Senator to support Full Funding for the Johnson O'Malley for 2014 because [add your own reason why JOM is important to you such as: JOM makes it possible for me to learn my native language, JOM makes it possible for me to participate in XX, JOM provides me tutoring in XX].
- (6) Thank the Receptionist for passing your message on to the Representative/Senator

[Easy way to identify and locate your Representative/Senator: Go to www.house.gov or www.senate.gov. You will see a place to enter your zip code. Name of your Representative/Senator will pop-up. You can then go to the Representative/Senator's individual website for District Office locations]

Activity #2- JOM Community Speaking Out for Full Funding Campaign

Who: JOM Students, Parents, Faculty, Staff, School Superintendents

What: Calling the District Office of Your Area Congressperson to urge the Representative to support FULL Funding of JOM for FY 2014

When: Week of May 20-24, 2013

How:

- (1) Identify the name and local (District) office of your Congressperson and both U.S. Senators for your State.
- (2) Place a call to your Representative or Senator's District Office. Call the office nearest to your home and/or School.
- (3) When the Office answers, tell the Staff person you would like to leave a message for the Representative/Senator.
- (4) Give Receptionist YOUR NAME, YOUR ADDRESS, YOUR SCHOOL
- (5) Tell the Staff person you are calling to urge the Representative/Senator to support Full Funding for the Johnson O'Malley for 2014 because [add your own reason why JOM is important to you such as: JOM makes it possible for me to learn my native language, JOM makes it possible for me to participate in XX, JOM provides me tutoring in XX].
- (6) Thank the Staff person for passing your message on to the Representative/Senator

[Easy way to identify and locate your Representative/Senator: Go to www.house.gov or www.senate.gov. You will see a place to enter your zip code. Name of your Representative/Senator will pop-up. You can then go to the Representative/Senator's individual website for District Office locations]

Activity #3- JOM Visits to Congressional District Offices

Who: JOM Students, Parents, Faculty, Staff, School Superintendents

What: Play a personal visit to the District Office of Your Area Congressperson to urge the Representative/Senator to support FULL Funding of JOM for FY 2014

When: Week of May 20-24 or May 28-31, 2013

How:

- (1) Identify the address and phone number of the local District office of your Congressperson and both U.S. Senators for your State. [Identify the Office nearest to your home and/or School.]
- (2) Organize Advocacy Team(s) of 3-4 people comprised of JOM Students, Parents, Faculty, Staff, and School Superintendant. [Select or elect Team Leader]
- (3) Select a "target "date and time for your visit (you can also call the Office to schedule an appointment) to the Congressional District Office. [Most Congressional District Offices are open from 9:00 am to 5:00 pm, Monday-Friday. Some Offices close for lunch from 12:00 pm to 1:00 pm]
- (4) Plan and select a Team gathering time and location with the goal of arriving at the Congressional District Office 20-30 minutes before the target time or appointment selected for your meeting.
- (5) When you arrive at the Office, the Team Leader should the Staff person greeting you that you are there to meet and discuss Congressional funding for the Johnson O'Malley program.
- (6) When your meeting begins, your Team Leader should give the Staff person each Team members' NAME, ADDRESS and YOUR SCHOOL/SCHOOL DISTRICT.
- (7) Tell the Staff person a brief history of the JOM program, and tell them why you are urging the Representative/Senator to support Full Funding for the Johnson O'Malley for 2014. [JOM student count has grown since the last count done in 1995, JOM funding has been frozen since 1996, JOM is important in your School/School District because..... [Add your own reason why JOM is important to you such as: JOM makes it possible for me to learn my native language, JOM makes it possible for me to participate in XX, and JOM provides me tutoring in XX].
- (8) Ask the Staff person if they have any questions about JOM.
- (9) When the meeting ends, THANK the Staff person for making time to meet with your Team, and urge the Staff person to pass your message on to the Representative/Senator

Activity #4 - Circulate JOM Full Funding Petitions

Who: JOM Students, Parents (Grandparents), Faculty, Staff, School Superintendents, Vendors, Tribal Members, Friends of JOM

What: Circulate and collect signatures on a Petition to Your Area Congressperson and US Senators to urge the Representative/Senator to support FULL Funding of JOM for FY 2014

When: Weeks of May 20-24, May 28-31 and June 3-7, 2013

How:

- (1) Using the **format below**, print or make copies of sheets that your JOM Advocacy Teams can take to local shopping areas, churches, libraries, baseball parks and collect signatures of everyday people who support full funding for the JOM program.

- (2) Organize Advocacy Teams of 3-4 people comprised of JOM Students, Parents, Faculty, Staff, and School Superintendent. [Select or elect a Team Leader]
- (3) Select "target "dates, times and locations where your teams will collect signatures. [Individuals can simply circulate petitions on their own. Give them a date for return of their petitions].
- (4) Plan, write out and have Team practice delivering a "short pitch and request" to persons being asked to sign onto JOM Full Funding Petitions. [Make sure to request and receive permission to gather signatures at every public location].
- (5) When collecting signatures, the Team Leader should keep the JOM Advocacy Team focused on the effort.
- (6) Team Members should be able to present a brief history of the JOM program, and tell signers why you are urging the Representative/Senator to support Full Funding for the Johnson O'Malley for 2014. [JOM student count has grown since the last count done in 1995, JOM funding has been frozen since 1996, JOM is important in your School/School District because..... [Add your own reason why JOM is important to you such as: JOM makes it possible for me to learn my native language, JOM makes it possible for me to participate in XX, and JOM provides me tutoring in XX].
- (8) Ask petition signers if they have any questions about JOM.
- (9) When a person signs a petition, THANK them for taking time to help your Team deliver a strong message of support for JOM to your Representative/Senators.
- (10) Collect petitions, package together and send to:

Watts Partners/NJOMA Project
 300 New Jersey Ave, NW, Suite 650
 Washington, DC 20001

Advocacy Team Do's and Don'ts

1. Do SELECT Students, Parents, Faculty, Staff, School Superintendents who know they are participating in the program, receiving services and School supplies because their Tribe and/or School District receives funding from the Johnson O'Malley program.
2. Do SELECT Students, Parents, Faculty, Staff, and School Superintendents who are excited about their participation in the JOM program.
3. Do PLAN AHEAD for phone calls and meetings. Practice, or even write down, the message that you want to deliver to the Congressional and Senators Offices.
4. Do BE ON TIME for any appointment.
5. Be POLITE and courteous toward Office Receptionist and Staff persons.
6. Do TAKE PICTURES and POST on Facebook , Twitter and other Social media of any Group activities.
7. Do ALERT local media to Group activities (e.g., Petition signing, Meetings at Congressional Offices)
8. DO have FUN and SUPPORT JOM.
9. **DO NOT** have Students, Parents, Faculty, Staff make telephone calls from the same phone.
10. **DO NOT** have Students, Faculty, and Staff making telephone calls when they should be in School.
11. **DO NOT** "Manufacture" signatures or "Force" persons to sign petitions.
12. **DO NOT** allow playing or Goofing-off while phoning or seeking signatures on petitions.

