

Advocacy Campaign: "Don't Let PLACE NYC Resegregate Our Schools"

Client: Aunties & Friends For Liberation

Audience: Progressive parents, educators, and community activists

Tone: Urgent, rallying, fact-driven

Headline:

They're Hijacking Our Schools—And Counting on You to Look Away

Body:

Last month, in a meeting so quiet it barely made the news, a handful of votes tipped the balance of our local school council. Now, programs that support Black, Latino, and immigrant students are on the chopping block—replaced by policies that benefit the few at the expense of the many.

This isn't an accident. It's a **national playbook**:

- **Astroturf groups** like PLACE NYC, backed by billionaires, masquerading as "concerned parents."
- **Low-turnout elections** decided by fewer than 5 votes.
- **Policies** that resegregate, ban books, and erase LGBTQ+ students.

They're winning because we're not showing up.

- * **Vote** in the next CEC election (April 25–May 13).
- * **Spread the word**—share this with 5 parents tonight.
- * **Support candidates** who fight for equity, not exclusion.

Our schools belong to **all** of us. Let's act like it.

Custom Hashtags:

#StandUpForSchools

#StopPLACE

#NoHateInNYCSchools

Nonprofit Fundraising Appeal: "Childcare for the Revolution"

Client: Red Sprouts DSA

Audience: NYC-DSA members, socialist allies, mutual aid supporters

Tone: Warm, inclusive, hopeful

Headline:

Want a Socialist Future? Start with Childcare.

Body:

Picture this: A parent arrives at a DSA meeting, kids in tow. Instead of scrambling to keep them quiet, they're greeted by a volunteer who hands the kids crayons and a copy of *A is for Activist*. The parent sits, participates, and leaves feeling **seen**—not sidelined.

That's the world **Red Sprouts** is building.

Our mutual aid-driven childcare collective makes it possible for caregivers to:

✦✦ **Join** meetings without stress.

✦✦ **Organize** without barriers.

✦✦ **Build** a movement that truly includes everyone.

But we can't do it alone. **For just \$10/month, you can sponsor childcare at one event.**

Let's make "solidarity" more than a slogan.

Donate today →

Volunteer Recruitment: "Be the Village"

Client: Red Sprouts

Audience: Potential Red Sprouts volunteers (DSA members, teachers, parents)

Tone: Inviting, empowering, playful

Headline:

Kids + Socialism = ♥

(No experience required. Just bring your imagination.)

Body:

Want to help build the **joyful, radical, kid-friendly** future we're fighting for? Join **Red Sprouts** at our next **volunteer training!**

You'll learn how to:

Transform drab meeting spaces into places where kids thrive.

Read stories that spark big questions ("*Why do some people have so much?*").

Show up for caregivers—because movements grow when everyone can participate.

Childcare provided (obvs).

RSVP here →

Image:



Client: Red Sprouts

Audience: Citywide DSA branch OCs (Organizing Committees)

Tone: Inviting, empowering, playful

Headline: DSA 101 + Red Sprouts CROSSOVER

Body:

Hi comrades,

I'm writing to ask if you can include our upcoming **NYC-DSA 101** event in your branch newsletter or upcoming announcements.

Event: NYC-DSA 101

Location: All Saints Episcopal Church

43-12 46th Street, Queens, NY 11104 US

Time: Saturday, June 1, 4–6 PM

 [RSVP Here](#)

This event is a welcoming, low-pressure space designed for new and curious folks to learn more about the Democratic Socialists of America, how NYC-DSA is organized, and how to plug into ongoing campaigns and branch work.

We're especially excited to offer on-site childcare provided by Red Sprouts, NYC-DSA's mutual aid-driven childcare collective. This makes it easier for caregivers to attend and participate fully — part of our broader commitment to building a movement that's accessible to **everyone**.

Image:



Hello comrades!

Red Sprouts is hosting another volunteer training and we'd love it if you'd add the event to the branch newsletter.

Here's the Action Network **LINK**:

And here's some **COPY** you can use:

Want to help create welcoming, child-accessible spaces at DSA events and meetings? Join us for the **Red Sprouts Volunteer Training**—no prior experience needed! This training is your chance to:

- ✦ **Envision** the socialist future we want to see for our kids.
- ✦ **Learn** practical strategies to make DSA spaces inclusive and engaging for children.
- ✦ **Take action** to bring this vision to life within NYC-DSA Red Sprouts programs.

Plus, **childcare will be available upon request!**

Let's work **together** to build a movement that truly includes everyone.

