



Establishing and Growing a Regional Parents Involved in Education (PIE) Chapter

The mission of USPIE (US Parents Involved in Education) is to protect our children and save our Constitutional Republic by restoring parental and local control of education. This necessitates a vast grass roots army of activists committed to creating a culture where parents are the undisputed primary educators of their children. It requires likeminded individuals with the will and determination to demand local schools operate in support of families. And it requires a vision where education is unencumbered by federal mandates.

In addition to having strong PIE chapters across the country, some states will also require **regional** chapters to achieve our goals. This guide is intended to assist you in your efforts to establish and grow an effective Parents Involved in Education (PIE) chapter in your region. Please do not be overwhelmed by the volume of information presented here. Vibrant, active regional chapters will contribute greatly to the USPIE mission, but it will most likely take time to build capacity. It is important to enlist others as soon as possible and begin communicating with like-minded activists in the region. As your regional chapter grows, so will the state chapter, and therefore the national movement. Please know that your role in this work is crucial and greatly appreciated!

REGIONAL CHAPTER PRESIDENTS/LEADERS SHOULD:

- Maintain meaningful and ongoing communication with the state chapter president
- Establish and maintain a list of members for their regional chapter from the state chapter president (the state chapter president receives membership data from the national USPIE Communication Director who collects information from those who “join the movement” through **uspie.org** website)
- Direct people to the **uspie.org** website to “join the movement”
- Solicit new members through social media and telephone calls, making presentations to local, like-minded organizations who schedule speakers, informal networking, etc.
- Direct people to the state PIE Facebook page to grow overall state involvement and build awareness of current issues
- Elect chapter officers or form a leadership team
- Delegate duties among members and establish/utilize committees when needed
- Make regular contact with regional PIE chapter members via email, Facebook, telephone calls, text groups, etc. to provide updates
- Encourage people to donate to **uspie.org** to help fund national-level communications efforts and the creation of support resources
- Work with the state chapter president to encourage donations to fund local PIE activities
- Consider meeting regularly (virtually and/or in-person) to build comradeships and fellowship

SUGGESTED COMMITTEES FOR REGIONAL CHAPTERS:

School Board Watch: attend local school board meetings, review upcoming meeting agendas, flag issues for regional PIE chapter to address, follow board members' positions, study board policies and procedures

Local Schools Watch: stay updated on school news and issues, communicate with school faculty and staff, interact with students to learn their perspective

Marketing & Media: post items on Facebook, Twitter, write blogs and letters to editor, create videos, develop informational materials to share, etc.

Partner Organizations: establish and maintain alliances with area churches, like-minded organizations and non-profits

Chapter Growth & Development: actively recruit new regional chapter members, serve as a relevant resource to parents, grandparents, other community members, local school boards, etc.

Community Service and Engagement: identify opportunities to present the chapter in a positive, service-oriented light to the surrounding community. Coordinate volunteer work within local schools, organize local service efforts (e.g., litter clean-up, school supplies donations, etc.)

Research: follow and study relevant topics to help keep chapter accurately informed (e.g., monitor trends in standards/curriculum and how they relate to assessments/testing, monitor growth and implementation of emerging programs like Social Emotional Learning (SEL), monitor stories about US Department of Education and state Department of Education activities)

TIPS AND TOOLS TO CREATE AND MAINTAIN AN EFFECTIVE REGIONAL CHAPTER:

- Host regular conference calls and/or face-to-face meetings
- with membership (share state updates; hear reports from committees, plan activities, etc.)
- Develop a regional chapter PIE Twitter account and follow state PIE chapter and USPIE tweets @StopFedEd
- Tag like-minded groups and individuals on Twitter
- Like/follow the state PIE chapter's Facebook page and USPIE's national Facebook page: Stop Fed Ed National Campaign
- Connect and build bridges with like-minded individuals in your community
- Present at school board meetings, when and where appropriate, simply to express gratitude and support
- Volunteer as a group to assist at food pantries, community clean-up drives, etc.
- Attend events such as homeschool conventions, conservative organization gatherings, Republican events, and other relative meetings
- Solicit opportunities to make presentations with established groups that host monthly speakers. Take promotional materials to share and a sign-up sheet to capture potential members' contact information.
- Create a local media list, build relationships, and follow various local/state media
- Send "letters to the editor" and listen/call-in to your local radio programs
- Work with the state chapter president to build a regional PIE Facebook page
- Request meetings with local officials and school district leaders to make your presence known and to learn their positions on education issues important to your community