



Advocacy Toolkit

Week of Action for Salary Parity in the Early Education Workforce

Below are critical campaign activities to pressure Mayor de Blasio to immediately address salary parity in the FY 2020 Budget. As you see, the key components of this strategy coalesce around three days: June 4th, 5th, and 6th. We ask our partners and supporters to tweet at Mayor de Blasio creating a “Twitter Storm,” call into the Mayor’s Office using a script, and write to Mayor de Blasio and DOE Chancellor Carranza using our Take Action platform.

Strategies:

- I. Tuesday, June 4th – Social Media Day of Action
- II. Wednesday, June 5th – Call-in Day
- III. Thursday, June 6th – Rally at Tweed Courthouse

I. Tuesday, June 4th – Social Media Day of Action

Twitter Storm directed at Mayor de Blasio

On Tuesday June 4th, we will use Twitter to target city leaders between 1 and 3 pm. These tweets urge the Mayor to address salary parity in the city’s 2020 Budget.

Below are some sample tweets to use during the Twitter Storm:

- It is common sense – teachers at CBO schools deserve the same wage as their peers at DOE schools. @NYCMayor you must include funding to ensure equal pay for equal work for all early educators in the FY 2020 Budget #salaryparity
- A sustainable, high-quality early education system won't happen unless educators make a fair wage. @NYCMayor we urge you to pay all early ed teachers equally and make salary parity a reality in the FY 2020 Budget #salaryparity

Tweet Your Own City Council member

Urge your councilmember to include salary parity for early childhood educators in the adopted budget. [Here is a directory of councilmembers and their Twitter handles.](#)

- Thank you @{YOUR COUNCILMEMBER’s HANDLE for fighting for #salaryparity in early education. Please do not pass a budget unless it includes funding in the 2020 budget to ensure equal pay for equal work

II. Wednesday, June 5th – Call-in Day

Call the Mayor's Office at 311

Script for supporters to call the Mayor:

Hi, my name is _____ and I am calling with a message for the Mayor.

I am concerned about the unfair salary differences between early education staff at community programs and DOE schools. Teachers at community programs earn up to 40% less than their peers at DOE.

For the sake of all families in my community, I urge the Mayor to address pay disparity in the 2020 budget and ensure that teachers, staff and directors in community-based early education programs receive equal pay for equal work.

Call your City Council member (To find info on your representative [click here](#))

Script for supporters to call their City Council member:

Hi, my name is _____ and I am calling with a message for Council Member _____.

I want to thank you for making salary parity in early childhood education a priority in the City Council's Budget Response and for your continued effort to fight for its inclusion in the 2020 Budget. I am concerned about the unfair salary differences between early education staff at community programs and DOE schools. Teachers at community programs earn up to 40% less than their peers at DOE.

For the sake of all families in my community, I urge you to not pass a budget unless it includes salary parity in early childhood education so that teachers, staff and directors in community-based early education programs receive equal pay for equal work.

E-mail Mayor de Blasio and Chancellor Carranza

Here is a link to our Salary Parity Take Action page, where you can quickly and easily write a letter to Mayor de Blasio and DOE Chancellor Carranza: <https://www.cccnewyork.org/actions/equal-pay-for-equal-work/>

Continued Twitter presence

Below are tweets that can be posted on June 5th to prompt readers to write a letter to Mayor de Blasio through our Take Action page.

- To ensure NYC children are prepared for life-long success, we must equally compensate the educators who support and nurture their growth. Join us in urging @NYCMayor to support equal pay for equal work: <http://bit.ly/2Qz746E>
- Early childhood educators at community-based organizations are still paid \$15,000 to \$35,000 less than their Department of Education peers. NYC early educators deserve equal pay for equal work. Take action now: <http://bit.ly/2Qz746E> #salaryparity
- The budget is days from being finalized. Join advocates + @NYCCouncil in urging @NYCMayor to end salary disparities between early educators. Tell the Mayor that all early ed teachers deserve equal pay for equal work. It only takes 5 minutes: <http://bit.ly/2Qz746E> #salaryparity
- Early childhood educators at CBOs are paid significantly less than their DOE peers. It isn't right. It isn't fair. Make your voice heard by signing this letter urging Mayor de Blasio to address this salary disparity: <http://bit.ly/2Qz746E>
- @NYCCouncil believes that it's time to close the pay gap for early childhood educators. Why won't @NYCMayor join council members and advocates in supporting this cause? Urge him to do so today! <http://bit.ly/2Qz746E>

III. Thursday, June 6th – Rally at Tweed Courthouse

Teachers, directors, advocates and elected officials will gather in Lower Manhattan on the afternoon of June 6th for a rally and press conference to call on Mayor de Blasio to address salary parity in the FY 2020 Adopted Budget. Stay tuned for further details!