



## Children's Scholarship Fund

### 5 Tips for Parents:

#### How to Communicate Effectively About Educational Freedom

1. **Stick to your message.** For example, you can keep coming back to the point that parents are the first educators of their children and should be free to choose the educational environment that best suits each of their children and also aligns with their family's values.
2. **Be open and inclusive.** We believe in pluralism in education in the same way that we believe in pluralism in America, where our history is one of welcoming all kinds of people. It follows that there should also be room for all kinds of schools, and we shouldn't expect any school to be able to be the right fit for every child.
3. **Be prepared for the common objections to education freedom and parents being empowered to make choices for their children.** Generally, listen and pay attention to what the other person is saying, going so far as to repeat it back to them to let them know you want to be sure you understood their concerns. It is best if you can even find something in their statement that you agree with, and then pivot back to your talking points.
4. **People are moved by stories and remember them. The best story to tell is your own.** Why did you want to choose a different educational option for your child and what did it mean to you to be empowered to make that choice? Be ready to succinctly tell your story as only you can.
5. **Be pleasant, personable and genuinely interested in other peoples' point of view, knowing there are some people you will never persuade.** Be pleasant and personable anyway. It can be very difficult to maintain that level of charity towards others, but it is always right to try. We really never do know what it is like to walk in someone else's shoes or how they came to their perspective.