

“UNITED TO MOVE AMERICA FORWARD” SHARING TOOLKIT

Overview Share Language

As leaders in social impact, WE SEE HOPE! We urgently believe problem solvers across the country need to raise their voices and get engaged in the 2020 Election, which is why the America Forward Coalition has published “[UNITED TO MOVE AMERICA FORWARD: A Policy Playbook from 100+ Social Innovators to Advance Equity and Opportunity in America](#).” The playbook offers 35 transformational policy proposals that stem from the ground-breaking work that America Forward Coalition members lead in more than 15,000 communities across the nation. The policy briefing book is intended for candidates and policymakers at all levels of government who are committed to harnessing the power of government to transform local results into lasting national impact. The playbook focuses its policy recommendations in three critical areas: how children learn; how people and families can thrive in the Future of Work; and how government can rebuild trust and accelerate change.

SHARING RESOURCES

- [Public Announcement](#)
- [Policy Playbook](#)
- Hashtag: #AmericaForward2020
- [#AmericaForward2020 Social media share graphics](#)

KEY MESSAGES

- As social entrepreneurs whose work touches 9 million lives across 15,000 communities in America, we are ready to raise our voices in the 2020 election and advocate for solutions that can make a difference in the lives of underserved people.
- We know what works and the solutions are out there, which is why we joined more than 100 other social entrepreneurs in the America Forward Coalition to create “UNITED TO MOVE AMERICA FORWARD: A Policy Playbook from 100+ Social Innovators to Advance Equity and Opportunity in America.”
- The book contains a powerful “we see hope” vision and 35 detailed policy ideas that policymakers across the spectrum can use to champion breakthroughs in early childhood development, education, workforce development, and results-driven government.
- America Forward has a strong track record of surfacing ideas and policy approaches that can gain bipartisan support, particularly evidence-based policy applications included in the Edward M. Kennedy Serve America Act (2009), the Workforce Innovation and

Opportunity Act (2014), the Every Student Succeeds Act (2015), the Strengthening Career and Technical Education for the 21st Century Act (2018), and the Social Impact Partnerships to Pay for Results Act (2018).

SUGGESTED SOCIAL POSTS

Twitter:

We see hope and are ready to raise our voices in collective advocacy in 2020! Read the @AmericaForward Coalition's policy playbook with transformative ideas from 100+ social innovators on how to advance equity and opportunity in America
<http://www.americaforward.org/playbook-pdf/> #AmericaForward2020

[Sample Tweet](#)

LinkedIn/Facebook:

As social entrepreneurs in the America Forward Coalition who work in over 15,000 communities across the country, we are ready to raise our voices in collective advocacy in the 2020 election and advocate for policy solutions that could transform local results into lasting national impact. That's why we just released "UNITED TO MOVE AMERICA FORWARD: A Policy Playbook from 100+ Social Innovators to Advance Equity and Opportunity in America" as a guide for policymakers at all levels who are committed to harnessing the power of government to increase opportunity, advance equity, and achieve sustainable change in America:
<http://www.americaforward.org/playbook-pdf/> #AmericaForward2020

[Sample Facebook Post](#)

[Sample LinkedIn Post](#)

#WeSeeHope Original Posts

We encourage you to use the social media share graphics [in this folder](#) and to write original posts about where you see hope as we enter the 2020 election cycle. Where do you see the most promise for transformative change happening in America (i.e. what policy ideas and solutions have the potential to transform how children learn, helping families thrive, and ensuring the government delivers results)?