**LIGHTNING LUNCH: April 4 Twitter Storm**

**GOALS**

1. To RAISE awareness and INCREASE signatures for PASW petitions
2. To INCREASE followers to PA Schools Work campaign and INCREASE our base for a large twitter storm in the late spring
3. To INCREASE followers involved in social media advocacy for our budget ask

**ABOUT**

On April 4 from 12 noon to 1 p.m., PA Schools Work members will work together to light up Twitter with PA Schools Work Advocates. Let’s create Twitterstorm around the current PA School funding petition. With hundreds of related Tweets all hashtagged #PABudget #WeWorkForFunding, the campaign will attract some attention and increase petition signatures. We need your help! Please share with your members lists, and via social media to get this storm moving. We must show the strength of our members to organize in order for lawmakers to recognize our movement.

**SAMPLE TWEETS**

#PAPublicSchool districts need $3 billion just to fund basic ed needs. Please RT & sign on if you want @GovernorTomWolf @PAHouseGOP @PaHouseDems @PaSenateDems @PASenateGOP to FULLY FUND PA PUBLIC SCHOOLS in #PABudget. #WeWorkforFunding <http://paschoolswork.org/petition/>

SAD FACT: #Pennsylvania has largest gap between poorest and wealthiest districts. Please sign on & RT, if you want @GovernorTomWolf, @PAHouseGOP, @PaHouseDems, @PaSenateDems, @PASenateGOP to FULLY FUND PA PUBLIC SCHOOLS #PABudget. #WeWorkforFunding <http://paschoolswork.org/petition/>

PLEASE RT NOW! I am an advocate. #WeWorkForFunding as part of the @PASchoolsWork movement. Join me by signing this petition, if you want @GovernorTomWolf, @PAHouseGOP, @PaHouseDems, @PaSenateDems, @PASenateGOP to FULLY FUND PA PUBLIC SCHOOLS in #PABudget. <http://paschoolswork.org/petition/>

.@senatorscarnati A zip code should not determine whether or not a #PAPublicSchool student has access to an excellent education. FULLY FUND PA PUBLIC SCHOOLS in #PABudget. @PASchoolsWork #WeWorkforFunding <http://paschoolswork.org/petition/>

Our school district (NAME DISTRICT) is underfunded, and our local taxes are rising @JakeCorman. We are counting on you to prioritize PA students and never negotiate against our future. FULLY FUND PA PUBLIC SCHOOLS in #PABudget. @PASchoolsWork #WeWorkforFunding <http://paschoolswork.org/petition/>

**SAMPLE E-BLAST**

SUBJECT: **LIGHTNING LUNCH: April 4 JOIN A TWITTER STORM**

BODY: Our lawmakers already know that years of underinvestment by the state of Pennsylvania has left our PA schools $3 billion short in basic education and $1.38 billion short in special education. NOW, how do we motivate the Governor and legislature to fully fund PA schools? **WE MUST SHOW THEM!** The **PA SCHOOLS WORK** movement is causing a storm of advocates to rise up statewide!

**We are gaining traction in neighborhoods across the commonwealth and in the halls of Harrisburg—now let’s cause a TWITTERSTORM!**

Please join Pa Schools Work partners for a **LIGHTNING LUNCH HOUR FROM 12 noon- 1 p.m. on APRIL 4—WHEN WE CREATE A TWITTER STORM**! Help us collect thousands of signatures on a petition urging adequate school funding now by generating a flurry of tweets around **PA SCHOOL FUNDING**. If we want legislators to increase funding, we **NEED THEM TO HEAR OUR VOICES.**

**SIGN ON RIGHT NOW** http://paschoolswork.org/petition/

**PLEASE HELP US CAUSE A TWITTER STORM on Thursday, April 4 at noon!** PA Public Schools is a trend we want to see dominate Twitter and #PABudget negotiations. Here are some **SAMPLE TWEETS:**

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Don’t forget each Tweet must include:

* SIGN ON RIGHT NOW <http://paschoolswork.org/petition/>
* #PABudget #WeWorkForFunding

*\*\*\*To ensure your Tweet will be visible to your followers, put a period in front of the legislator’s Twitter handle if his handle is at the beginning of your Tweet\*\**

**LEADERSHIP**

@GovernorTomWolf

@PAHouseGOP

@PaHouseDems

@PaSenateDems

@PASenateGOP

**See attached House and Senate Target list for Legislative Targets/Twitter handles**