

This toolkit is intended for use by partners.

Partner Toolkit:

- Email Copy
- Relevant Social Handles
- Organic Social Media Posts
- Copy for Shared Post/Quote Tweet
- Drip Email Copy

Email Copy

Hello XXX,

Today, the International WELL Building Institute (IWBI), along with the 21st Century School Fund and the National Council on School Facilities, released the State of Our Schools 2021 report [LINK TO RELEASE]. This critical research reveals that the U.S. is underinvesting in school buildings and grounds by \$85 billion each year and growing.

This is simply unacceptable, as we know the condition of school facilities has a direct impact on student learning, health and school finances. Across the country, too many students are returning to school buildings this year that fall short of providing critical 21st century, optimal learning environments. Essential maintenance and capital improvements are chronically underfunded across the U.S. leaving school leaders forced to make impossible decisions on what to prioritize in terms of school building updates.

The report brings to light the funding levels required for all children, in every district, to attend healthy and safe schools that provide the best learning environments and most resilient facilities. It also includes individual state profiles analyzing the funding models in all 50 states and points to the underlying issue of inequity in our school system based on location and other factors.

We would greatly appreciate your support in spreading the word about the new report. Included below are some ways you can help further the conversation about the funding issue in our public school system.

1. *Share the report with your organization/network.* Consider sharing the report findings in an upcoming internal newsletter, webinar or intranet article.
2. *Join the conversation on social media.* In this toolkit, you'll find template posts for LinkedIn, Twitter and Facebook using the campaign hashtag #StateofOurSchools2021.

3. *Pen an op-ed or blog post.* If you are interested in sharing your thoughts on the report findings and what’s needed to close the funding gap across U.S. public schools, we encourage you to write an op-ed for a local publication or publish a blog on your personal/company LinkedIn page. We can help with developing and placing an opinion piece, if that is of interest.

We are grateful to have partners who recognize the importance of improving school facilities for all students and educators across the country and we look forward to working with you to further promote this report.

If you have any specific questions or any additional ideas for sharing the report with your stakeholders, please contact Alex Stevenson at IWBI, copied here.

Thank you for your consideration.

Sincerely,

XXX

Relevant Social Handles

Please tag us on social media!

21st Century School Fund – Twitter & Facebook: @21csf LinkedIn: 21st Century School Fund

IWBI – Twitter: @WELLcertified Facebook: @wellbuildinginstitute LinkedIn: @IWBI

NCSF - Twitter: @k12facilities

Organic Social Media Posts

Facebook	Twitter	LinkedIn	Graphic/Video
Inequity in American PK-12 school infrastructure investment is growing. Our partners at @wellbuildinginstitute released a new state-by-state analysis that	Inequity in American PK-12 school infrastructure investment is growing. Our partners at @WELLcertified released a new state-by-state	Inequity in American PK-12 school infrastructure investment is growing. Our partners at @IWBI released a new state-by-state analysis that shows a school funding gap of \$85	Video #1

<p>shows a school funding gap of \$85 billion every single year. stateofourschools2021.org</p>	<p>analysis that shows a school funding gap of \$85 billion every single year. #StateofOurSchools2021 stateofourschools2021.org</p>	<p>billion every single year. #StateofOurSchools2021 stateofourschools2021.org</p>	
<p>Moving 55 million students and staff offsite during the pandemic brought key aspects of PK-12 public education and its facilities into focus, including the fact that building conditions affect health and health risk. Learn more about the state of our schools from our partner @wellbuildinginstitute: stateofourschools2021.org</p>	<p>Moving students & staff offsite during the pandemic brought key aspects of PK-12 public education & its facilities into focus, including the fact that building conditions affect our health. Read the #StateofOurSchools2021 from our partner @WELLcertified: stateofourschools2021.org</p>	<p>Moving 55 million students and staff offsite during the pandemic brought key aspects of PK-12 public education and its facilities into focus, including the fact that building conditions affect health and health risk. Learn more about the #StateofOurSchools2021 from our partner @IWBI: stateofourschools2021.org</p>	<p>Report Title Graphic</p>
<p>Lower-income rural areas receive less funding for capital improvements than wealthier districts in similarly rural areas. Learn more about the state of our schools from our partner @wellbuildinginstitute: stateofourschools2021.org</p>	<p>Lower-income rural areas receive less funding for capital improvements than wealthier districts in similarly rural areas. Learn about the #StateofOurSchools2021 from our partner @WELLcertified: stateofourschools2021.org</p>	<p>Lower-income rural areas receive less funding for capital improvements than wealthier districts in similarly rural areas. Learn about the #StateofOurSchools2021 from our partner @IWBI: stateofourschools2021.org</p>	<p>Video #2</p>
<p>The 2021 State of Our Schools report found that the U.S. faces a projected annual shortfall of \$85 billion in school funding each year. Closing these annual gaps is necessary to ensure that all public schools meet modern standards for health, safety, education suitability, and environmental sustainability</p>	<p>The #StateofOurSchools2021 report found an annual shortfall of \$85 billion in school funding. Closing the gap is necessary to ensure all public schools meet modern standards for health, safety, and more. Learn more from our partner</p>	<p>The #StateofOurSchools2021 report found that the U.S. faces a projected annual shortfall of \$85 billion in school funding each year. Closing these annual gaps is necessary to ensure that all public schools meet modern standards for health, safety, education suitability, and environmental sustainability and</p>	<p>Video #1</p>

and resiliency. Learn more about the state of our schools from our partner @wellbuildinginstitute: stateofourschools2021.org	@WELLcertified: stateofourschools2021.org	resiliency. Learn more about the state of our schools from our partner @IWBI: stateofourschools2021.org	
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Copy for Shared Post/Quote Tweet

Facebook	Twitter	LinkedIn
The State of Our Schools 2021 report was released today by @wellbuildinginstitute, @21csf and the National Council on School Facilities. [Name of Partner] is a proud partner in this effort.	The #StateofOurSchools2021 report was released today by @WELLcertified, @21csf & the National Council on School Facilities. [Name of Partner] is a proud partner in this effort.	The #StateofOurSchools2021 report was released today by @IWBI, @21st Century School Fund and the National Council on School Facilities. [Name of Partner] is a proud partner in this effort.
The 2021 State of Our Schools report found that the U.S. faces a projected annual shortfall of \$85 billion in school funding each year. Learn more about the state of our schools from our partner @wellbuildinginstitute:	The #StateofOurSchools2021 report found that the U.S. faces a projected annual shortfall of \$85 billion in school funding each year. Learn more from our partner @WELLcertified:	The #StateofOurSchools2021 report found that the U.S. faces a projected annual shortfall of \$85 billion in school funding each year. Learn more about the state of our schools from our partner @IWBI:
The 2020/2021 school year highlighted school funding issues that have been growing for decades. Now we need to close the \$85 billion annual funding gap to ensure the health and safety of our students.	The 2020/2021 school year highlighted school funding issues that have been growing for decades. Now we need to close the \$85 billion annual funding gap to ensure the health and safety of our students. #StateofOurSchools	The 2020/2021 school year highlighted school funding issues that have been growing for decades. Now we need to close the \$85 billion annual funding gap to ensure the health and safety of our students.

Relevant Social Handles

21st Century School Fund –

Twitter & Facebook: @21csf

LinkedIn: 21st Century School Fund

IWBI –

Twitter: @WELLcertified

Facebook: @wellbuildinginstitute

LinkedIn: @IWBI

Drip Email Copy:

1. New Report Reveals \$85 Billion Gap in Funding for Public Schools Every Year

School facilities have a direct impact on student learning, student and staff health, and school finances, but too many students are returning to school buildings this year that fall short of providing 21st century, optimal learning environments.

In fact, the U.S. is underinvesting in school buildings and grounds by \$85 billion every single year, according to the 2021 **State of Our Schools Report** [link to report], recently released by the 21st Century School Fund, the International WELL Building Institute and the National Council on School Facilities. This seminal report, which details the devastating and cascading effects of this chronic underinvestment, finds that the vast majority of schools around the country are suffering from poor conditions, threatening equity in education and health and compromising shared sustainability goals.

Despite the size of the challenge, we are convinced that significant progress can be made. If public school districts dedicated 15% of recent federal relief funding to addressing the crisis of school facilities conditions in low wealth and high need communities, they would have about \$30 billion over the next three years to reduce deferred maintenance and begin to make capital improvements - making our nation's schools healthier and safer.

Read the full report to learn more about the state of U.S. public schools and what can be done to make schools a safe and healthy environment for the next generation.

Download now

2. The Nation's Public School Facilities in Crisis

Systems for public PK-12 school facility funding are highly local and decentralized with no established federal interest or national data source on public school infrastructures. However, through an in-depth review of public fiscal data combined with knowledge and field experience of public school district facilities, the **State of Our Schools 2021 Report** [link to report] found there is currently a facilities funding gap of \$85 billion a year.

While school districts have been spending about an average of \$110.1 billion every year on maintenance, operations, and capital construction, this is falling further and further short, leaving school districts unprepared to provide adequate and equitable school facilities. Elementary and Secondary Education Relief (ESSER) Funds from recent COVID-relief legislation have the potential to reduce the annual maintenance and operations funding gap by nearly one-third. [Sentence on recs from the report??]

Read the full report to learn more about the state of U.S. public schools and what can be done to make schools a safe and healthy environment for the next generation.

Download now

3. Disparity in School Construction Funding Sources

In the U.S., PK-12 school facilities are the second largest sector of public infrastructure spending behind only highways. However, unlike transportation, which has most of its capital costs paid from federal and state sources, in most states local school districts individually bear the heaviest responsibilities for school construction capital funding.

The **State of Our Schools 2021** report reveals that the gap in funds available to public schools and what is needed to bring educational facilities into the 21st century is a staggering \$85 billion a year.

Ending disparities in facilities conditions and quality by income, locale and race, must be prioritized as these gaps will not be closed without an aggressive and intentional plan to eliminate them. As we look to the future, the widening school investment gap will continue to compromise equity in student education and health, while threatening shared sustainability goals.

Proposed federal investment in rebuilding America's schools have the potential to close the capital investment gap by about 22%. While this federal funding, at a level of \$13 billion per year, is less than 10% of the national need, these federal funds could be the only way many low wealth and high need districts are able to bring their elementary and secondary schools into the 21st century.

Read the full report to learn more about the state of U.S. public schools and what can be done to make schools a safe and healthy environment for the next generation.

Download now