



MY•KIDS

•MY MONEY•

MY•CHOICE

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**EDUCATION
FREEDOM
ALLIANCE**

*Fighting for Parental
Rights and Education
Freedom Nationwide.*

EFA's *My Kids, My Money, My Choice* Mission:

Education Freedom Bills Passed in 25 States by Close of 2025.

The Education Freedom Movement, the Civil Rights issue of the 21st century, is sweeping the nation: there are 32 states with some form of education freedom (ESA's, tax-credit scholarships and other programs)—12 of them universal. The goal of the “My Kids, My Money, My Choice” campaign is threefold: (1) get universal education freedom in 25 states by the end of 2025, (2) usher in a national parent-powered education revolution that drives up political positives with women across a wide geographic, racial, ethnic and class spectrum, and (3) help drive state and national political wins in 2024 for conservatives everywhere.

Key Dimensions:

SELL THE WINS

This national plan focuses on selling the legislative wins of early state education freedom adopters, thus inspiring other state legislatures and leaders to do the same. This tactic is animated by a simple maxim: it's easier to join a parade than start one.

ACCOUNTABILITY

The power of using big national stars to advance this message is two fold: (1) EFA gets to champion education reformers in state houses across America, and put the NATIONAL spotlight on them, and (2) hold red state leaders accountable who FAIL to pass education freedom bills.

EDUCATION IMPACT

The vast amounts of capital unleashed by education dollars following the parents will spur all kinds of innovation. And in ways never imagined be it online, in micro schools, technical education, homeschooling and traditional private schools—religious and secular.

TACTICAL STATE-BY-STATE IMPACT (AS NEEDED)

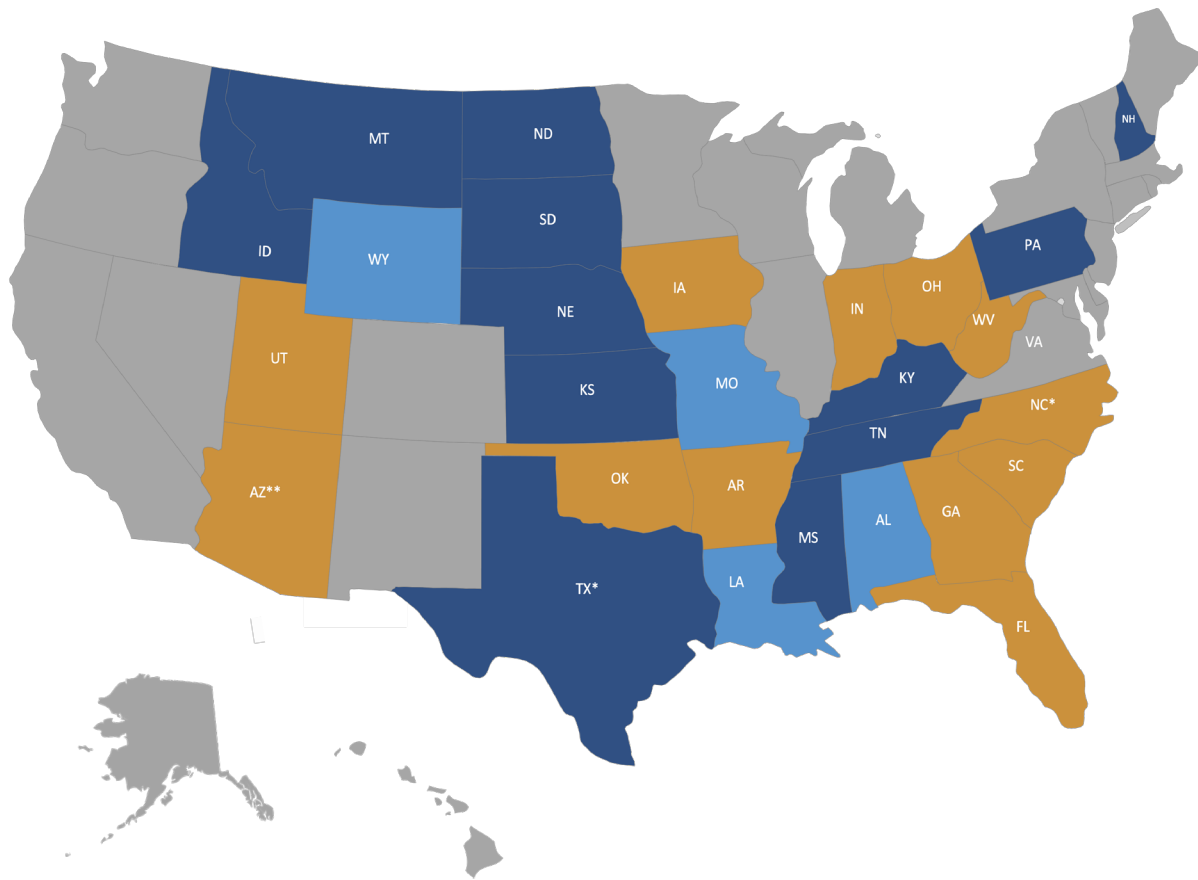
When necessary, Education Freedom Alliance will geo-target specific states and even counties to help drive the passage of education freedom legislation, using the best digital and analogue practices, from local influencers and platforms to digital geo-targeting and billboards to create wins in tough ESA battleground states.

POLITICAL IMPACT

Education Scholarship Accounts (ESA's) and tax credit scholarships will have a positive political impact on multiple fronts: (1) they will help conservatives with female voters in national and state elections in 2024 and beyond, (2) they will help close the voting gap with minority voters, and (3) there will be fewer dollars available to fund union political activity.

State-by-State Adoption of Education Freedom:

Current education freedom passage.



ESA already passed



States delivered 2024



States delivered 2025

*Could be 2024, depending on local political circumstances.
**Need a defensive strategy.

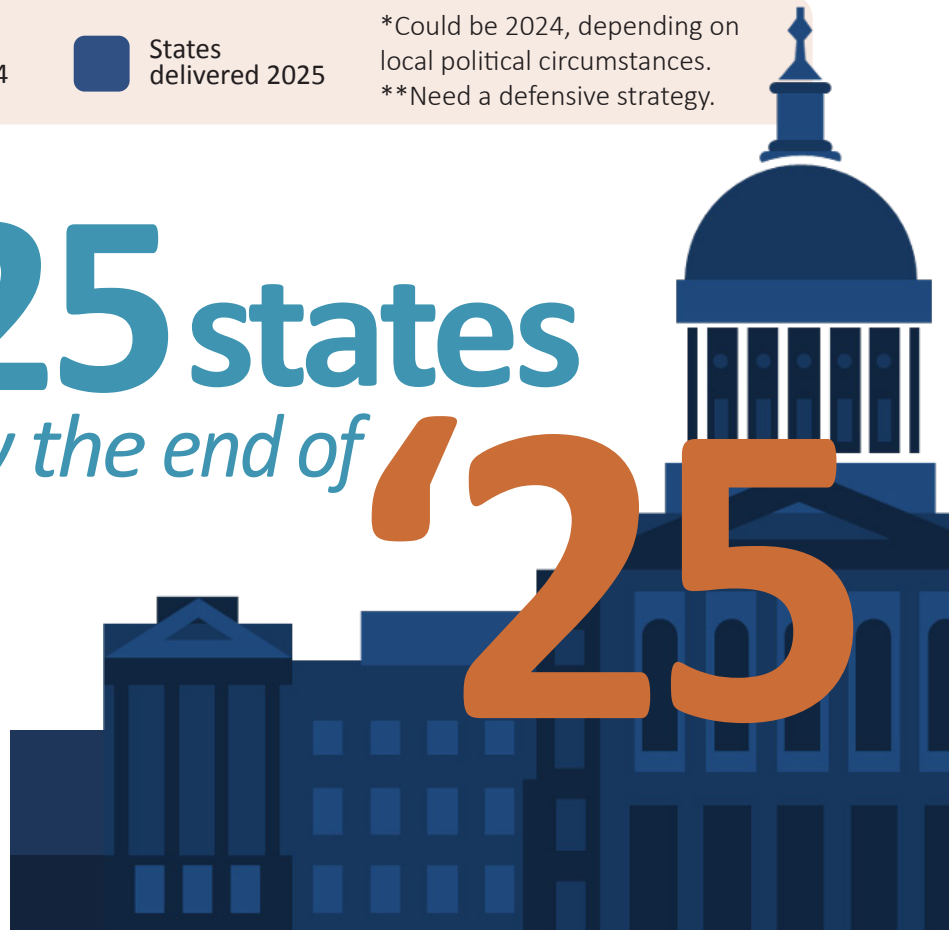
TARGET

Get universal education freedom programs passed in 25 states by December of 2025, taking advantage of the parental power movement's opportunity, energy, and momentum.

25 states

by the end of

'25



A PROJECT OF:



COALITION PARTNERS:



EFA CO-CHAIRS & ADVISOR:

Governor Kim Reynolds (IA)



Former Governor Doug Ducey (AZ)



Bill Bennett
Senior Education
Advisor to JCN

