



# TOMORROW'S WORKFORCE COALITION

*2025 Coalition  
Advocacy Engagement*

## **Thank you for being a valued member of the Tomorrow's Workforce Coalition!**

The Tomorrow's Workforce Coalition is preparing efforts to ensure that the *Freedom to Invest in Tomorrow's Workforce Act* is signed into law in 2025. With Congress set to focus on tax reform, 2025 will be a pivotal year for the *Freedom to Invest in Tomorrow's Workforce Act*, as it is crucial that the bill be included in the broader tax package that Congress finalizes, or it will fail to become law for the foreseeable future.

With your organization's help, the Coalition will be able to work with the 119th Congress and the Trump Administration to ensure that this piece of legislation is enacted.

Here's how your organization can help drive the Coalition's advocacy forward:



### Spread the Word

- **Ask your affiliates, partners, members and other stakeholders to join the Coalition.** The more voices involved, the stronger our prospects!
- **Share action items with stakeholders.** Action items include sign-on letters and similar opportunities, Congressional meetings, social media posts and grassroots advocacy campaigns.
- **Join virtual or in-person Congressional meetings.** Meetings with legislators and their staff are mandatory to build support for the bill, and meetings are most effective when multiple and varied stakeholders participate.



### Join the Sign-On Letter

The Coalition will be circulating a new sign-on letter once the 119th Congress begins in January 2025. Add your organization to the sign-on letter which will be sent to Congress with the aim of including the *Freedom to Invest in Tomorrow's Workforce Act* in the 2025 reconciliation package.



### Meet with Congress

Schedule your own meetings with Congress (use the [Congressional Meeting Feedback Form](#) to let Coalition staff know which offices you met with), or join pre-scheduled meetings alongside Coalition staff with Congressional offices. There is no better way to make your voice heard on this issue, and we highly encourage Coalition members to discuss the legislation with Congressional offices whenever possible.



### Participate in Grassroots Campaigns

Share the Coalition's grassroots campaigns with your members and/or stakeholders to send letters to Congress. We are best positioned for success when legislators learn about our efforts from their constituents.



### Take Part in Social Media Advocacy

The Coalition will be rolling out social media "blitz weeks" to educate Congress and the general public on the importance of the *Freedom to Invest in Tomorrow's Workforce Act*. In addition to these planned efforts, the Coalition will be creating content for member organizations to post on a rolling basis (use the [Social Media Advocacy Form](#) to sign your organization up to receive these rolling pieces of content to post on your social channels).



### Attend ASAE's Legislative Fly-In

Join other members of the Coalition and ASAE on Tuesday, March 25 - Wednesday, March 26, 2025, in Washington, D.C. to meet with federal lawmakers and educate them on the *Freedom to Invest in Tomorrow's Workforce Act*.



### Engage Local Media

Generate additional exposure through local and/or national media outlets by pitching stories about the Coalition, our supported legislation, or by submitting pre-drafted letters to the editor or op-eds. (Coalition staff will work with your organization to draft a written piece specific to your industry.)

## 2025 Advocacy Engagement Calendar

To ensure the Coalition is maximizing its advocacy capabilities, the Tomorrow's Workforce Coalition has developed a schedule of planned advocacy communications and efforts to ensure Coalition members have the opportunities they need to effectively advocate for the *Freedom to Invest in Tomorrow's Workforce Act*. The Coalition encourages members to advocate for the legislation outside of these scheduled activities whenever possible, but the list of scheduled Coalition efforts/communications are as follows:

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### Ongoing Coalition Collaboration

- Quarterly Tomorrow's Workforce Coalition Newsletter
- Quarterly Tomorrow's Workforce Coalition Meeting (Virtual)

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### 2025 Scheduled Advocacy Efforts:

- **February/March:** Coalition Grassroots Campaign Launch
- **March 17-21:** Social Media Blitz Week
- **March 25-26:** ASAE Legislative Fly-In
- **June:** Coalition Grassroots Campaign Push
- **August:** In-District Congressional Meetings
- **November 10-14:** Social Media Blitz Week
- **December:** Coalition Grassroots Campaign Push

The above-scheduled advocacy efforts will help keep the Coalition's impact on track to ensure that the *Freedom to Invest in Tomorrow's Workforce Act* is signed into law in 2025. Aside from these scheduled efforts, the Coalition highly encourages member organizations to advocate for the legislation outside of these scheduled activities as well. It is extremely important that we all work together to ensure the bill's inclusion in the reconciliation package in 2025.

For questions, email [Mary Kate Cunningham](#).