

**From:** Chuck McGee <chuck@spectrummarketing.com>  
**Sent:** Friday, December 14, 2012 12:16 PM  
**To:** 'Alan Schaeffer' <alan@NetworkForEducation.org>; 'Kate Baker' <kate@networkforeducation.org>  
**Subject:** NEO Proofs for Printing.  
**Attach:** NEO-Ltr-1212-LR.pdf; NEO-No9Env-1212-LR.pdf; NEO-10env-1212-LR.pdf; NEO-Reply-1212-LR.pdf

---

Folks, attached, please find print proofs for your letter package.

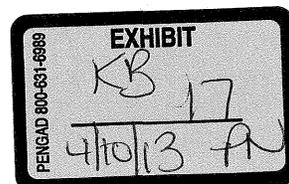
The addressing and salutation personalization happen at a later stage in the process.

Thank you. Chuck

Chuck McGee  
Vice President  
Political & Corporate Communications

**Spectrum Marketing Companies, Inc.**

Direct Mail | Printing | Signs | Publishing | Graphic Design | Web Design | Email Marketing  
95 Eddy Road, Suite 101, Manchester, NH 03102  
(603) 627-0042 (603) 627-1637 fax (603) 496-0639 cell  
[chuck@spectrummarketing.com](mailto:chuck@spectrummarketing.com)  
<http://www.spectrummarketing.com>



101778



...Growing Opportunity

Your past support has helped us promote a singular vision: education firmly returned to the hands of parents -- and children freed to soar.

We knew the vision had power. Years of working through the philosophy of it and listening to the excitement it evoked in everyone from parents to educators to even members of the media confirmed we were on to something.

You were a major part of this vital groundwork.

We learned something else through all those years of thinking and debating and encouraging parents to make independent choices – something compelling would have to happen to both inspire and empower people to take action.

#### **An Exciting Story**

Something compelling did happen. The story is exciting and dramatic, but as with all good drama, there has been conflict – between those who believe parents should have the ultimate word about how their children are educated and those who do not.

Imagine, for a moment, a tipping-point in education policy where state after state relinquishes control of tax dollars, encourages greater involvement by private donors and independent education providers, and gives new choices to families and children to pursue the educational opportunities of their choice—all without increased regulation.

NEO has championed a program that has this power—but now we need your help to accelerate it before New Hampshire state legislators have a chance to crush it.

#### **From Concept to Concrete**

Our persistent pursuit of our original vision has paid off.

Two years ago, an amazing window opened giving us an unprecedented opportunity to make a huge difference toward freedom in education – to take our idea from concept to concrete.

We seized the moment and, side by side with dedicated legislators, accomplished the passage of the New Hampshire School Choice Scholarship Act.

We've told you about this new law already – how it frees businesses to fund private scholarships with no strings attached. Under this law, no one is burdened with additional regulation.

8 North Main St., Suite 8 · Concord, NH 03301 · 888-325-1776 · [info@networkforeducation.org](mailto:info@networkforeducation.org)

The CATO Institute has called it model school choice law – bringing together the best of all school choice practices. It's a law that sets a precedent for other states to follow. In fact, liberty-minded leaders in another state recently asked us to share our experience with them.

And here's how popular this law is: Businesses are lining up! Based on commitments we've received in excess of \$650,000, and, including the businesses we've approached who want to participate but have not given us a number, we expect to easily exceed our initial \$1 million goal toward scholarships from New Hampshire businesses!

We've been consulting with not only businesses, but also parents, education providers, and other freedom-defending organizations who are waiting to take advantage of this opportunity.

People are excited about this!

### **A New Threat, An Aggressive Plan**

We expected to have to fight to keep this new law. There are always those who oppose change, especially when it involves giving people more power over their own lives.

The November election ushered in a governor and many legislators who oppose the School Choice Scholarship Act. Two bills have already been filed: one to funnel donations away from K-12 education and apply them to community colleges and the other to just repeal our new law.

Our best strategy at this point is to accelerate the program, to get it established before legislators have a chance undo what we've accomplished.

We do have many advantages:

- The law has already passed. We can proceed with implementation immediately.
- We have the excitement and support of many other organizations.
- The issue has already received favorable press coverage.
- Businesses are excited about the new law.

On top of all that, we know that as we build popular support over the years, the program will gather strong bi-partisan backing, as similar programs have in other states.

When we accelerate the program we'll be ahead of the game. Once we begin awarding scholarships, the program will be well under way and hard to undermine.

We'll have PR leverage, too. When we go to legislators to explain the benefits of the program, we'll embody the positive – *children already benefiting, news sources already reporting on it, the public already enthusiastic* and believing that lawmakers have finally done something real to improve education.

But our window of opportunity is a small one. The trick is to do all this in months, not years.

### **What it Will Take**

Because of the forces that are aligning against us, we have only a few short months in which to build awareness and participation in the program to a level we had planned to reach in a few years.

But, if we act boldly, decisively, and promptly, the field will be ours. This is a winnable battle.

We must immediately increase our staff to max-out the capacity of the program. We must engage professionals for such activities as lobbying and media relations—we have already interviewed and settled on firms that excel at what we need.

We must reach businesses, parents, and education providers with information about the new school choice law. For this we will need to recruit and train new staff members. Although we will still draw upon volunteers whenever possible, the urgency of our timeline means we must be able to rely on people whose primary job is to spread the word and network our needs with those who can meet those needs.

To accomplish these goals, we must raise \$687,700, before the legislative session gets going. That may sound aggressive—and it is. But it's what we need to do the job right, and we intend to do it right.

Remember, the \$1 million from New Hampshire businesses (a sum we expect to grow to \$4 million) all goes to scholarships and their distribution—**not** towards the expenses of NEO to defend and promote what we have achieved. That's why we need your help so urgently now!

People are counting on us – families, children, and the businesses ready to fund true freedom in education.

This isn't just about one law in one state. It's about educational opportunity nationwide. National leaders in the school choice arena are already rallying to help make this program a clear winner because of its potential to stand as a light on a hill to others. These school-choice leaders will help us raise some of the money we need, but they can't do it all.

That's why I'm *urgently* asking you to get involved now. Bold initiative and speed are our tools. Those who oppose the new law have the money to fight it, but we have the tactical advantage—all we need now is the funding to execute it.

**"You're going to take this national, aren't you?"**

When we recently discussed our plan with a prominent community leader, her eyes lit up as she realized the potential of what NEO is doing in New Hampshire. "Yes," we assured her, "we have every intention of taking this national. New Hampshire is Step One." That confirmed her resolve; she's with us for the long haul now. Will you join her?

### **Worth Fighting For**

Some things are worth fighting for—and freedom is one of them. There are few ways in which freedom is more suppressed than in our current approach to schooling. Children are denied opportunity by a system that monopolizes taxpayer money and prevents competition.

Businesses understand this better than most—they're the ones who bear much of the brunt of it. That's why just three months after the NH Scholarship Choice Act passed, business owners had already stepped up with \$1 million to fund scholarships—and the program doesn't even officially begin until January!

Freedom works.

## Can You Help?

Despite our recent high-profile victories, the battle is far from over. Freedom won't conquer its most powerful adversaries unless we invest in it.

To lead the battle to protect school choice in New Hampshire and beyond, we must raise an additional \$687,700 immediately, before the January legislative cycle gets going.

I hardly need to explain what could happen if we fail to raise the money. Those who are most threatened by freedom—those whose political and financial power comes from the control they jealously hold over the educational liberty of children and parents—will fight us with everything they've got. They'll work tirelessly to turn public opinion against us, and perhaps even dredge up legal challenges to slow or even halt full implementation of this hopeful new law.

That's why we absolutely need your help as soon as possible. Please stand with us by sending your most generous contribution today to help us ensure that any manipulation or attempted repeal of the NH School Choice Scholarship Act will be stopped dead in its tracks.

Thousands of families are counting on us to help them overcome the barriers to choice. Businesses are counting on us to preserve their freedom to fund that choice. We will not rest until we deliver on our promise to them.

If you're ready to help protect this groundbreaking school choice law, please make your gift online at [networkforeducation.org](http://networkforeducation.org) or send it to:

Network for Educational Opportunity (NEO)  
8 North Main St., Suite 8 Concord, NH 03301

Thank you for your dedication to freedom in education. May God bless you and your family during the Christmas season and throughout 2013.

Yours,



Alan Schaeffer,  
President of NEO

P.S. New Hampshire is just the beginning. The groundbreaking school choice law we helped get passed in the Granite State has the potential to not only usher in a brighter future for thousands of children and their families, but also serve as a template for similar efforts across the nation. We stand on the precipice of educational history— which is why the adversaries of educational liberty are rallying their forces against us. We need to raise \$687,000 immediately, so that we can fully implement the program before the January legislative session. Please send your year-end tax-deductible contribution as soon as you can. Thank you for your friendship!