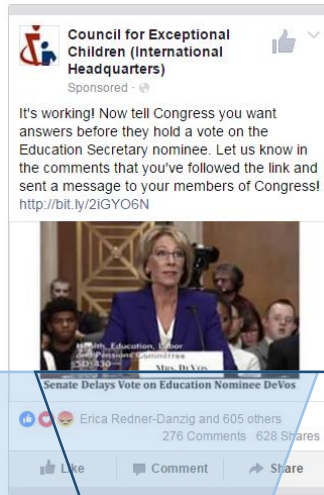


CEC mobilizes special educators!

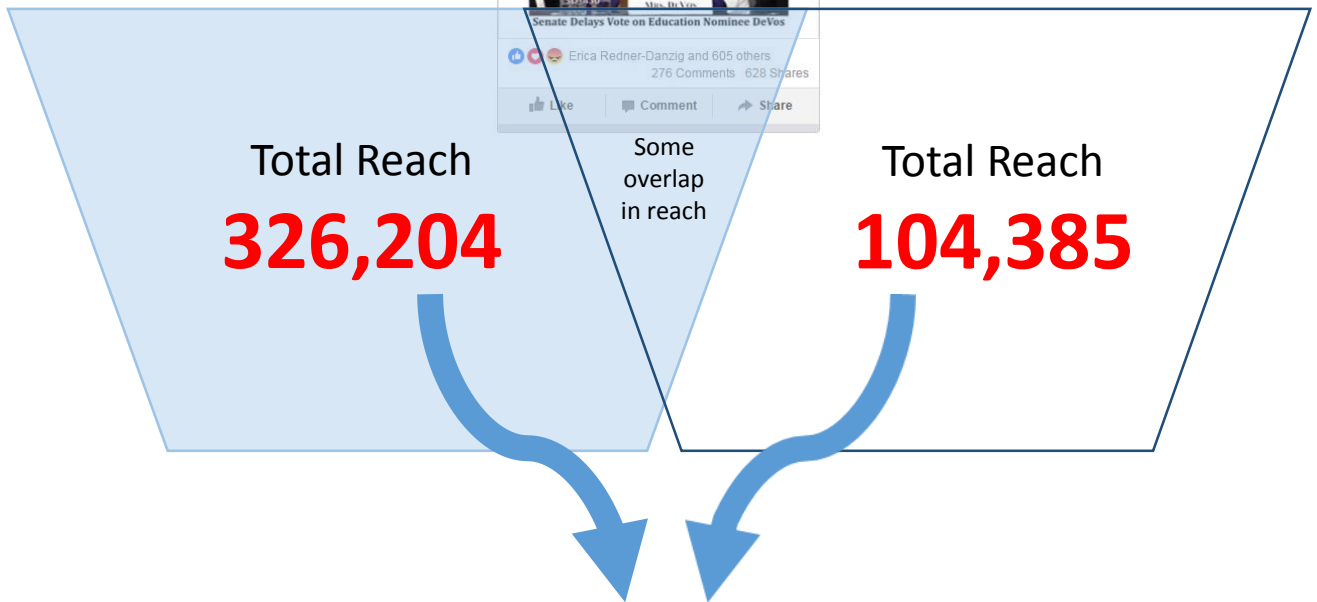
Facebook Campaign: 2 Types of Promotion

Results in
72 hrs



Ad

Post



Clicks to CEC Legislative Action Center

25,537



✓ Email blast to CEC members and customers

✓ Mobilizing CAN

✓ Policy Insider

✓ Twitter outreach

✓ Promotions from Units and Divisions

= 22,391 messages sent from **7,074*** people

* And now we have their contact info for future mobilizations and member recruitment