

#iamleandro

Invest in Education

BECOME AN ADVOCATE

PURPOSE

The #IAmLeandro Campaign empowers North Carolinians with a clear understanding of the Leandro case, current status and practical tools to talk about the potential of the Leandro Plan with confidence. We create opportunities for people to connect with others who care about our schools and the future of NC.

PARTICIPANT GOALS

- Understand the history of Leandro v. NC
- Understand interdisciplinary impact
- Learn the benefits of the Leandro Plan
- Use the #IAmLeandro Toolkit for effective outreach
- Build confidence to engage others
- Join a statewide movement

- LIVE 2 HOUR PRESENTATION, PANEL AND WORKSHOP
- TOOLKIT
- T SHIRT
- CAR MAGNET
- DEVELOP YOUR "I AM LEANDRO" STORY
- DISCOUNTED ONLINE I AM LEANDRO MEMBERSHIP

REGISTER TODAY!



BACK STORY

Leandro v. NC is a landmark case that requires lawmakers to invest \$5.54 Billion over eight years to address systemic deficiencies. "The Leandro Plan" would put NC in position to meet the constitutional standard that promises "access to a sound basic education for every child." After 31 years in court, it's up to the people of NC to advocate for our kids and our future.

TAKE ACTION



- Be a visible and vocal advocate
- Speak at Public Meetings
- Inform your community
- Raise awareness on social media
- Promote the Petition
- Table at events and more



Sunday
2/22/2026



South Iredell High School
Performing Arts Center



www.iamleandro.org



Background on the #IAMLeandro Campaign

The #IAMLeandro Campaign launched in January 2024 at North Carolina Central University (NCCU) and has since traveled across the state, engaging leaders, students, and advocates in a unified mission: to raise awareness about Leandro v. NC and the opportunities presented by the Leandro Comprehensive Remedial Plan.

Leandro v. NC, a landmark case, reaffirmed every child's constitutional right to a sound, basic education. Despite the NC Supreme Court's directive to invest \$5.54 billion into public education, significant resistance persists. The #IAMLeandro Campaign seeks to inspire grassroots advocacy and create a platform for informed community action.

Through events, workshops, and public outreach, the campaign is building momentum to ensure that education remains a top priority for North Carolina's lawmakers and communities.



About the Facilitator

Rebecca Trammel, Lead Advocate of the #IAmLeandro Campaign, is a passionate community leader and advocate for educational excellence and justice. With a background in public health, marketing, and community organizing, she has spent years mobilizing communities to address systemic challenges and drive meaningful change.

Rebecca's work includes spearheading the launch of the #IAmLeandro Campaign, engaging stakeholders through speaking events, petitions, and media campaigns to ensure that public education remains a focal point of North Carolina's future. To see full bio, [Click Here](#).

Rebecca is joined by a small, dedicated team, including an assistant, a videographer and supported by an editor, to ensure events are impactful and well-documented for broader outreach.



ADVOCATE TRAINING IREDELL/STATESVILLE (2 hour workshop)

- Welcoming remarks
- I Am Leandro Presentation (Leader edition)
- Q&A Discussion
- Interdisciplinary panel discussion with leaders in our community for them to respond.
- Activation: What can you do today to raise awareness?
 - Overview of Toolkit
 - Write postcards
 - Write your #IAmLeandro Story
 - Bonus up to 30 additional minutes to take 1:1 interviews with participants with our videographer. (Content shared with Dr. James/Iredell County Schools)