2016 Election and Your PTA
National Representative
2016

Goals of the Presentation

At the end of this presentation, you will understand:

• How to remain nonpartisan
• What your PTA can do
• How you can help with voter registration
• Permissible Election Day activities

PTA AND VOTER ENGAGEMENT: THE BASICS

BACK TO BASICS
How to be Nonpartisan: PTA Advocacy Basics

- National PTA is a 501(c) (3) nonprofit and leads the association’s federal advocacy work
- State and local PTA units are independently incorporated 501 (c) (3) organizations
- National PTA does not operate a 501(c)(4)

Why should PTA’s pursue voter engagement?

- To advance the mission and values of PTA
- To increase voter turnout numbers
- To build clout for the association
- To get PTA priorities in front of legislators and local leaders

Why are nonprofits suitable for voter engagement efforts?

- Have unique access to underrepresented populations
- Have trust and respect in the community
- Have proven effectiveness at engaging members and community
Advocacy: Increasing Turnout Requires Local Engagement

PREPARING FOR YOUR VOTER ENGAGEMENT EFFORTS: USING THE TIMELINE

Voter Registration and Engagement Timeline

This can be found at PTA.org/electionguides
Leadership and Buy-In

Choose a volunteer or staff member to lead for your efforts

Get approval from your PTA president

Make sure to get support from other members of your unit

Point of Contact

Determine where your membership and community are going to come into contact with you to learn about your voter engagement efforts.

- Classes and trainings
- Meetings
- Community Events
- In the lobby or office of the PTA

Become Familiar with Voting Laws in Your State

Know important dates and rules

Visit Nonprofit VOTE’s website
http://www.nonprofitvote.org/voting/in-your-state/
Advocacy: Nonprofit Vote

Nonprofit VOTE has a wealth of election related resources for you to browse through.

Advocacy: Benefits of Voting Factsheet

Nonprofits have a special role to play in increasing voter turnout. Learn about the range of permissible nonpartisan activities in our guide, Nonprofits, Voting & Elections.

VOTER REGISTRATION
Promoting vs. Conducting Voter Registration

You PTA needs to choose whether it wants to promote voter registration or actually conduct it.

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<th>Promoting</th>
<th>Conducting</th>
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<td>Involves distributing information, sharing links on your website, social media, newsletters, and providing materials at meetings.</td>
<td>Involves engaging with potential voters and gather information to register them to vote in the next election cycle.</td>
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http://www.nonprofitvote.org/new-voter-registration-tool/

Advocacy: Voter Registration Tool

You can add this to your web page to provide members with information on registering to vote

Advocacy: Voting in Your State

A state-by-state guide produced by Nonprofit VOTE that provides up to date information from state election officials on state election policies, procedures, and regulations.
Voter Registration: Tips
- Do the bulk of your voter registration activities in the 2-3 months before the registration deadline
- Combine the registration drive with other PTA events
- Updating a voter's address is just as important, to ensure they can go to the most convenient poll location
- Plan an event for National Voter Registration Day on September 20

Planning a Voter Registration Drive
- Have a plan and ensure all volunteers know about it
- Make sure you have the appropriate amount of staff and training
- Know your association's registration goals
- Have a system in place for turning in completed registration forms

CANDIDATE ENGAGEMENT
Ballot Measures

- Ballot measures are considered policy proposals.
- Your PTA does not have to take a position, however.
- Remember the IRS!
Get Out The Vote! GOTV
Turnout Trend 1920 - 2012 Percent Eligible Citizens Voted

What does this look like?

- Encourage friends, family, and neighbors.
- Remind PTA members.
- Provide early voting information.
- Stress the importance of vote on ballot measures.
- Raise the volume!

On Election Day...
- Show support of Election Day by giving staff time to go vote.
- Ask your staff and volunteers if they voted and encourage them to do so.
- Celebrate democracy with an Election Day party.
Resources

Please visit PTA.org/electionguides for more information

National Standards for Family-School Partnerships

Visit PTA.org to stay connected!

- Site map for our programs, tools and resources
- Social media (Facebook, Flickr, Instagram, LinkedIn, One Voice Blog, Pinterest, Twitter, YouTube)
Advocacy

• Sign up for PTA Takes Action Network
• Access Advocacy Toolkit
• Review National PTA Federal Policy Agenda
• Join fellow PTA advocates for the annual National PTA Legislative Conference
• For more information, visit pta.org/advocacy

Membership Benefits
You Are a Part of a Network:
• 54 PTA Congresses: including Puerto Rico, Europe DOD, and Virgin Islands
• Over 20,000 PTAs and several million members

You Are a Part of a Network with Benefits:
• AARP, Boxed, Hertz, LifeLock, MetLife, Quicken Loans, Schwan’s Cares, Sylvan Learning, and TeenSafe
• Visit PTA.org/Benefits to learn more

You Are a Part of a Network with Support:
• Customizable membership applications, marketing materials, and information on new and existing benefit providers
• Visit PTA.org/Today to learn more

Questions?
Reach out to National PTA’s Government Affairs staff with any Election Day questions!

Phone: 703-518-1200
E-mail: govtaffairs@pta.org
For more information
www.PTA.org